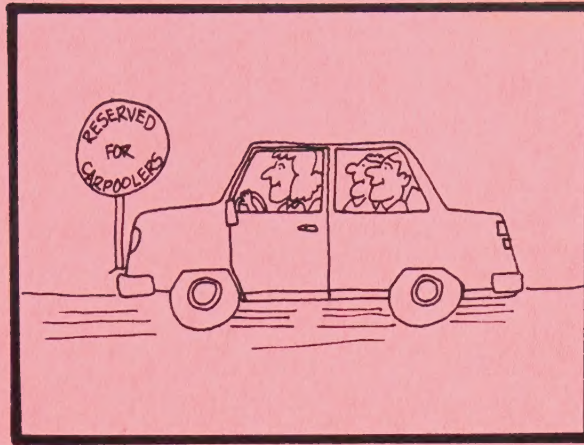
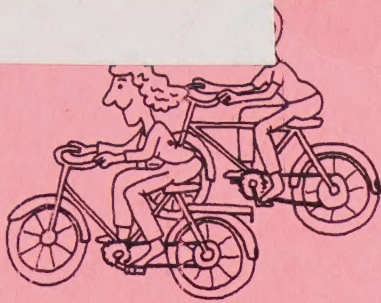


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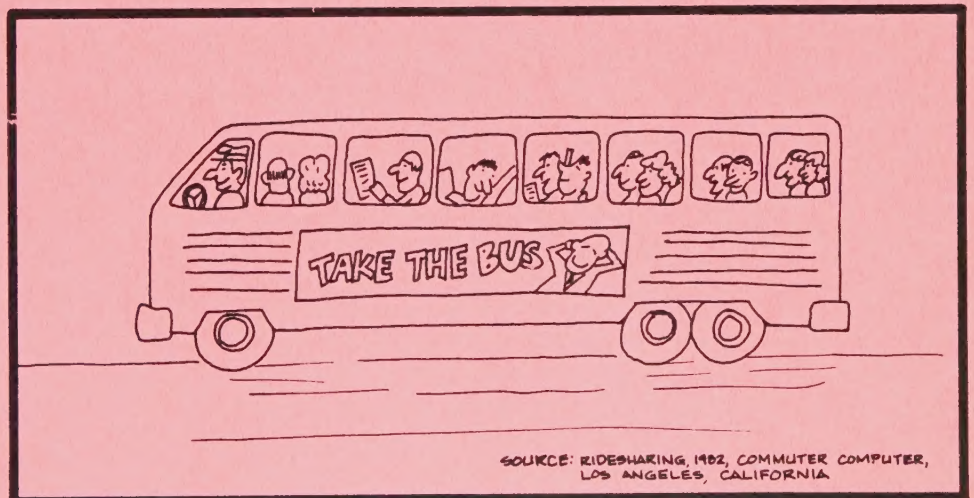
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TRIP REDUCTION IMPLEMENTATION PROGRAM

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SOURCE: RIDESHARING, 1982, COMMUTER COMPUTER,
LOS ANGELES, CALIFORNIA

SACRAMENTO COUNTY, CALIFORNIA

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prepared by:

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SACRAMENTO COUNTY
COMMUTE ALTERNATIVES HANDBOOK

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SUMMARY


Many of us have felt at one time or another like we've put in a full day's work by the time we reach our worksites because of the traffic congestion we confront. No one likes to start their workday feeling stressed, irritable and tired--it's not healthy and it's also not productive. Fortunately, the traffic problem in the Sacramento area at this time is not as severe as what Los Angeles and Bay Area residents currently face.

Sacramento County realized the need to prevent severe traffic problems and consequently adopted two trip reduction ordinances during the latter part of 1983. Ordinance No. SZC 83-59 established trip reduction requirements for developers of major commercial/industrial projects, and Ordinance No. SCC 567 established trip reduction requirements for major employers. (Copies of both ordinances can be found in the Appendix of this handbook.)

The trip reduction ordinances were adopted in an attempt to mitigate the traffic and associated impacts of increased population growth and increased employment in Sacramento County which are expected over the next twenty years. These potential impacts include increased traffic congestion, increased air pollution, increased energy consumption, and an increase in the need for major transportation facility improvements.

Implementation of the ordinances will not only benefit the County as a whole but also the developers, employers, and employees at specific work sites. Developments which include trip reduction facilities are likely to be more attractive to potential buyers or leaseholders. Developers and employers who provide trip reduction facilities or services will be visibly contributing to efforts to prevent an increase in the traffic and associated impacts in the communities where they are situated. The benefit employees receive when trip reduction services are offered at the worksite are numerous. The more services offered, the greater is the likelihood that a given employee will find a commute alternative that is suitable for him or her.

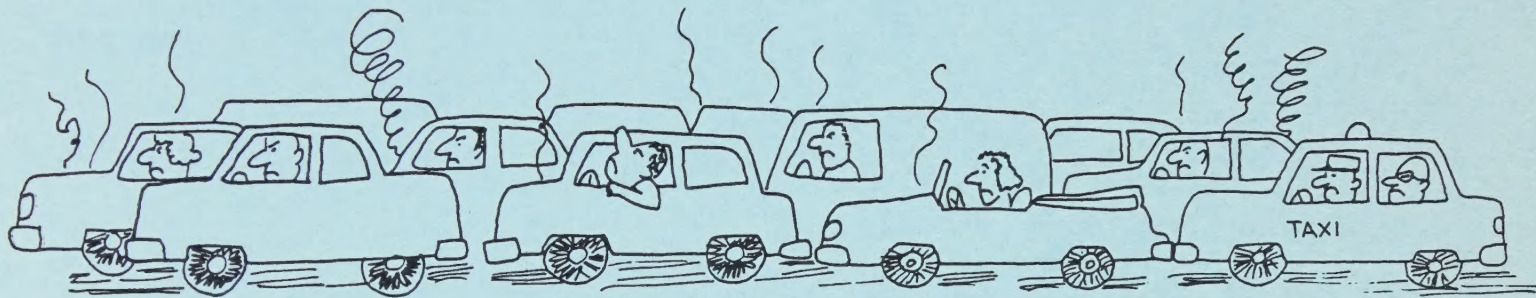
Those developers and employers required to comply with the County's trip reduction ordinances may need assistance with implementing the measures required by the ordinances. The intent of this commute alternatives handbook is to serve as a reference to aid in the implementation of the trip reduction measures and to refer the reader to agencies and documents for further assistance and information.



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INTRODUCTION



SOURCE: RIDEHAVING, 1982, COMMUTER COMPUTER,
LOS ANGELES, CALIFORNIA

PART I

INTRODUCTION

Traffic Congestion. Most of us have had some experience with this problem. It wastes our time and causes frustration, air pollution, and poor gas mileage. Traffic congestion is starting to be a problem for commuters in Sacramento. One only needs to drive from Citrus Heights to the downtown area on Interstate 80, from Fair Oaks to employment centers along Highway 50, or from downtown to the offices in the Point West area during a weekday morning around 7:45 to witness the level of peak hour congestion in the Sacramento area. In spite of these examples, the Sacramento region does not have nearly the severe congestion and air quality problems which typify other regions in the state and nation. Hopefully, such a situation will not occur in Sacramento. We are lucky in that our roadways, transit system, and land use patterns provide the opportunity for a relatively short distance, quick commute. But, the area is projected to grow at a rapid pace--which translates into additional vehicles on the roads. The use of alternative commute modes provides an opportunity to avoid, or at least delay, the arrival of the rush-hour headaches now typical of Los Angeles and the San Francisco Bay Area.

Presently, air quality in Sacramento is relatively good much of the time, with only a few "bad" days every year. During those "bad" days, our air quality is unhealthy for all of us and is particularly serious for sensitive groups in our population (the young, the elderly and persons with respiratory disorders). Due to the geography of the Valley, however, we have the potential to have air quality problems worse than those in the Los Angeles basin. Most of the air pollution in the Sacramento area is created by our use of automobiles. Long-standing concern over the degradation of the regional air quality has prompted the development of plans to prevent its further deterioration. A major objective of these plans is to reduce our automobile use without limiting our mobility. From this, the Trip Reduction ordinances were born.

THE TRIP REDUCTION ORDINANCES

The County has adopted two Trip Reduction ordinances. One of the ordinances involves the physical facilities which are installed as part of a development project. The other ordinance involves ongoing trip reduction support services which will be required of employers.

The two ordinances were adopted for a number of reasons:

1. "Rush-hour" traffic volumes are going to double over the next 20 years, causing additional congestion. Ridesharing and other trip reduction methods may reduce some of that anticipated congestion so that the bumper-to-bumper traffic found in the Los Angeles and San Francisco Bay areas won't occur in Sacramento.
2. Air pollution will increase if measures are not taken to reduce the total number of auto trips and the number of rush-hour trips.
3. Individual energy consumption and, cumulatively, the energy consumption of the community will increase unless trip reduction measures are implemented.

4. The County is in a position to augment existing efforts which encourage and accommodate transportation modes other than the single-occupant vehicle.
5. Adding lanes and other improvements to the roadway system is not possible in some instances and very costly in most others. In recent years, public funds for new construction and maintenance have been declining.

The goal of the "Trip Reduction" ordinances is to reduce the number of people traveling to work in single-occupant vehicles. The opportunities to accomplish this are many, but a single "must" is commitment and involvement from employers. "Why should I be interested in commute alternatives?" you might ask. Well, there are a number of very good reasons, from a community, employer, and individual's perspective, to become involved. For one, it can save you money, time, and hassle. As an employer, it can result in increased employee productivity, improved public relations, less congestion at the workplace, and an expanded labor pool. Also, your involvement will mean better air quality, less traffic congestion and reduced energy consumption for the community. The reduction in the number of people traveling to work in single-occupant vehicles will result in reduced employee parking demand. The reduced need for parking consequently results in the land that would have been used for parking potentially becoming available for other uses.

THE LAZY PERSON'S WAY TO RICHES.

How to retire at 50 and prove that life is a free ride.

How would you like to retire at the age of 50 with a free \$60,000 bank account?

Believe it or not, you can do it all the lazy way — just by ridesharing. Here's how it works.

Let's say you begin your work career at the age of 20. It doesn't matter what kind of job you start with, just be sure you get there in a carpool.

Sit back, relax, and enjoy the ride — you're on your way to retiring rich!

Ridesharing may only save you \$500 dollars a year. But each year, take that \$500 and put it in a savings account at 8 percent interest, compounded, and watch how it adds up.

By the time you're 30, your account will be worth \$7,500. At

40 you'll have \$17,500. And by the time you're 50 you'll have a "free" bank account of \$61,031.

On the other hand, put the same ridesharing savings in a mutual fund growing at a compound rate of 12 percent, and before you're 50 ridesharing may have earned you as



much as \$140,461. But let's say you don't want to retire early.

If you wait and work til 65, you could retire with as much as \$847,930.

Almost a millionaire.

Just by letting a neighbor be your part-time chauffeur.

Source: Commuter Computer, "News, Facts, and Update on Commuter Ridesharing in Southern California," Free Newspaper, 1979.

This handbook has been prepared for developers and employers in Sacramento County to assist them in complying with the County's "Trip Reduction " ordinances. It is also intended to provide suggestions and guidance to all employers in the County who are interested in providing commute alternatives and an improved daily work commute trip for their employees.

The following section briefly describes the two ordinances. Details about each ordinance are contained in Part II and Part III of this handbook.

WHO, WHAT, WHEN, WHERE, WHY?

TRIP REDUCTION FACILITIES

Ordinance No. SZC 83-59 addresses developer requirements for physical facilities which support trip reduction activities of future employees of the site. This ordinance is found in the Sacramento County Zoning Code in Section 330-140 to 149 and is appended to this handbook.

Who is affected?

Developers of new projects and developers of major expansions* of existing projects which will employ approximately 200 persons or more must comply with the facility specifications, as outlined in the Zoning Code. Developers of projects employing fewer persons may be required to provide facilities as a condition of approval on a discretionary permit also. Developers of smaller projects are certainly encouraged to provide facilities, especially if the project location is such that commute alternative opportunities may be more readily available or encouraged. Some projects may qualify for reduced parking requirements.

What kinds of facilities are required?

The ordinance specifies four kinds of physical improvements:

1. Passenger loading areas.
2. Preferential parking spaces.
3. Shower and locker facilities.
4. Transit waiting shelters.

*Major expansion as used here means a 25% increase in the size (square footage) of a development.

When are the facilities to be installed?

The specific facilities must be shown on all plans before they receive approval. Actual construction will occur as the site is developed, and the regular building inspection procedure will ensure the facilities are built in conformance with the specifications.

Where does this ordinance apply?

The unincorporated area of the County is regulated by this ordinance. In addition, the City of Sacramento has a Trip Reduction ordinance which specifies the provisions for the City.

Why require facilities?

The amenities which must be provided are an important incentive to encourage employees to rideshare, utilize transit, bicycle, or walk to work, just like free automobile parking encourages employees to drive. These facilities are viewed by employees as worthwhile fringe benefits.

Part II of this handbook (beginning on page 6) provides more details on facilities.

TRIP REDUCTION SERVICES

Ordinance No. SCC 567 addresses services which are required of employers. This ordinance is found in Chapter 10.64 of the Sacramento County Code.

Who is affected?

Employers of 100 or more persons at a single business location are required to comply with this ordinance.

What kinds of services are to be provided?

There are four basic service requirements:

1. Provide employees with the services of an on-site transportation coordinator.
2. Provide information to employees regarding alternative ways to commute to work.
3. Provide a commuter matching service.
4. Provide and administer a program of preferential parking for carpool and vanpool vehicles.

When is the trip reduction services program to be prepared?

The ordinance went into effect on January 1, 1984, and is being implemented in phases over several years. New employers of 100 or more persons will be

notified of the procedures to comply when applying for a new business license. There is a phasing schedule for compliance for existing businesses, so that by 1988 these employers will have been notified. Both new and existing employers will be notified in writing that they have 180 days to comply. A trip reduction permit is granted to employers fulfilling the requirements.

Where does this ordinance apply and why was it developed?

Like the Trip Reduction Facilities ordinance, this ordinance applies to the unincorporated area. There is a real opportunity for an employer to do an outstanding job promoting ridesharing, transit use, bicycling, and walking as alternative commute modes for employees, due to the flexibility of the ordinance. And the benefits cannot be overlooked:

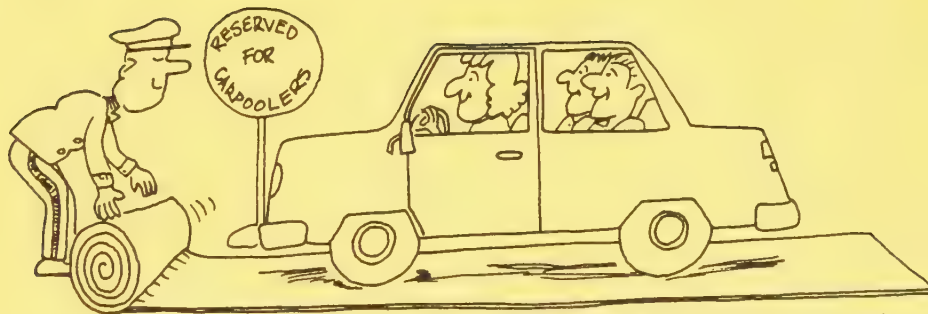
- It saves employers and employees money.
- It may result in land being available for uses other than parking.
- It results in increased worker productivity.
- It is a good public relation tool for existing employees, for recruiting employees, for nearby residents and businesses, and for the community.
- There will be less traffic congestion at your business.
- It contributes to efforts to prevent air quality degradation and increased energy consumption.

Part III of this handbook (beginning on page 16) provides details on required services.

SUMMARY OF PART I INTRODUCTION

- Sacramento County Trip Reduction Ordinances
 - The goal of the ordinances is to mitigate the potential impacts of increased growth in Sacramento County, including increased traffic congestion, increased air pollution, increased energy consumption, and an increase in the need for major transportation facility improvements.
 - Ordinance No. SZC 83-59 addresses developer requirements for physical facilities which support trip reduction activities of the future employees of the site.
 - Ordinance No. SCC 567 addresses services which are required of employers to encourage employee use of commute alternatives.

TRIP REDUCTION FACILITIES



SOURCE: RIDESHARING, 1982, COMMUTER COMPUTER,
LOS ANGELES, CALIFORNIA

PART II

TRIP REDUCTION FACILITIES

This section pertains to physical facilities a developer is required to install. Although developers of smaller projects are certainly encouraged to install some or all of the amenities discussed, these facilities are required in new or expanded developments which will employ 200 or more persons. This section includes 3 main chapters:

1. Required Facilities
 - a. Passenger Loading Areas
 - b. Preferential Parking Spaces
 - c. Shower and Locker Facilities
 - d. Transit Waiting Shelters
2. Parking Reductions
3. Trip Reduction Facilities Plan

The costs for constructing facilities that promote the utilization of alternative commute modes may be depreciated by employers over a 36-month period for tax purposes. Although the Sacramento County ordinance specifically requires developers of larger projects to install facilities, some employers operating smaller developments may wish to install facilities also, and employers doing business in existing developments without facilities may wish to "retrofit" the site. Facilities subject to the accelerated depreciation tax incentive include, but are not limited to:

- o preferential parking lots or spaces for carpools and vanpools
- o showers and lockers
- o bicycle racks
- o bus shelters

The employer tax incentive, through facility improvement depreciation, was established by California Senate Bill 321. The bill became effective in January 1981, and will be in effect until January 1, 1987. A copy of the employer ridesharing credit schedule is included in the Appendix to this handbook.

REQUIRED FACILITIES

Projects which will employ 200 or more persons (or which will exceed the minimum building sizes listed on the following page in Table 1) must provide the following facilities to support ridesharing, transit use, bicycling, and walking by employees:

- o passenger loading areas
- o preferential parking areas for carpool and vanpool vehicles
- o shower and locker facilities
- o transit waiting shelters (where necessary)

Table 1

<u>Type of Use</u>	<u>Minimum Building Size (in square feet) Equivalent to 200 Employees</u>
Office (excluding medical)	50,000
Hospital and Medical Offices	80,000
Commercial	100,000
Industrial (excluding warehouse)	100,000
Industrial - Warehouse	200,000
Mixed or Multiple Uses	(1)

- (1) The minimum building size for mixed or multiple use developments shall be calculated based on the proportion of the development devoted to each type of use.

Passenger Loading Areas

One way to promote ridesharing is to provide covered passenger loading areas where ridesharers can be dropped off and picked up. This is especially beneficial during Sacramento's less agreeable weather conditions--those rainy and windy winter days, or those 100 degree plus summer days. The loading areas should be located to provide protection from the weather and easy access to the place of employment. The waiting areas should be covered, and this covered area can be incorporated into the design of the building to make an attractive and functional entrance. The loading area should be located at the point of primary pedestrian access from the parking area to the adjacent building, but should not block traffic circulating in the parking lot. Providing a nicely landscaped area with benches or other seating not only provides a more pleasant atmosphere for waiting, but also provides an aesthetically pleasing entrance to work for all employees and visitors.

A small-scale schematic diagram illustrating how the facility requirements, including passenger loading areas, might be incorporated in the project, is shown on page 8. Page 9 shows a schematic design for the loading area. The location of the loading area must be indicated on plans submitted to the County.

Pointers to follow in designing the area include:

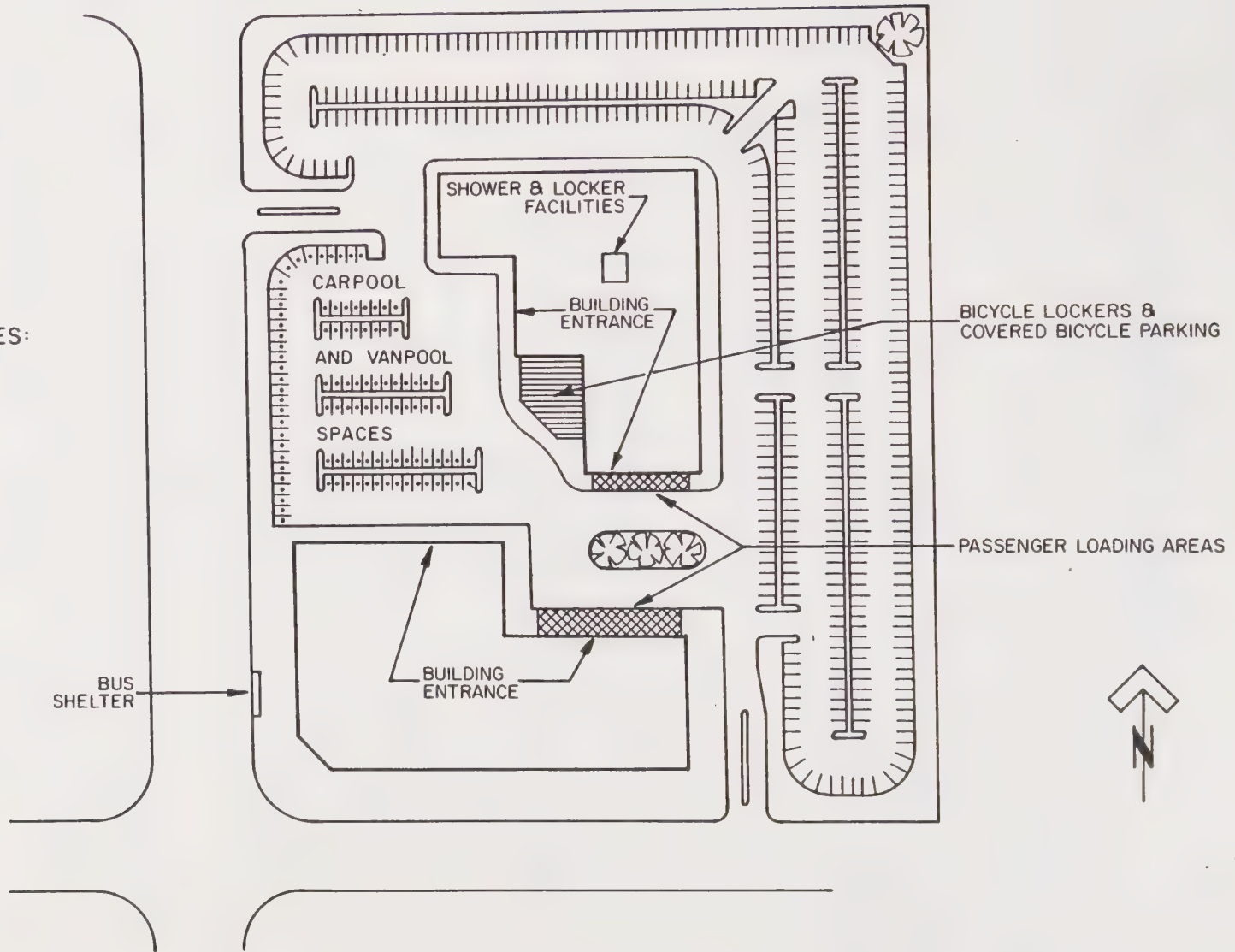
1. Locate at a main entrance to the building which is convenient to the parking area.
2. Make sure the vehicle waiting area is wide enough so that other traffic in the parking lot is not blocked.
3. There should be enough room in the vehicle waiting area for vehicles to wait a few minutes for carpool members. The ordinance specifies that one vehicle waiting area shall be provided for each 200 parking spaces required for the project. A rule of thumb in calculating the area required is to allow a 24-foot long by 10-foot wide space for each waiting vehicle.
4. Make the area as attractive as possible with landscaping, benches, and other amenities.
5. Provide protection from the weather. Overhead protection can usually be incorporated into the design of the building's entry.

EXAMPLE OF A DEVELOPMENT WITH TRIP REDUCTION FACILITIES

122,220 \square OFFICE BUILDINGS
489 EMPLOYEES

REQUIRED PARKING: 550 SPACES
PREFERENTIAL SPACES FOR
CARPOOL & VANPOOL VEHICLES:
83 SPACES (15%)

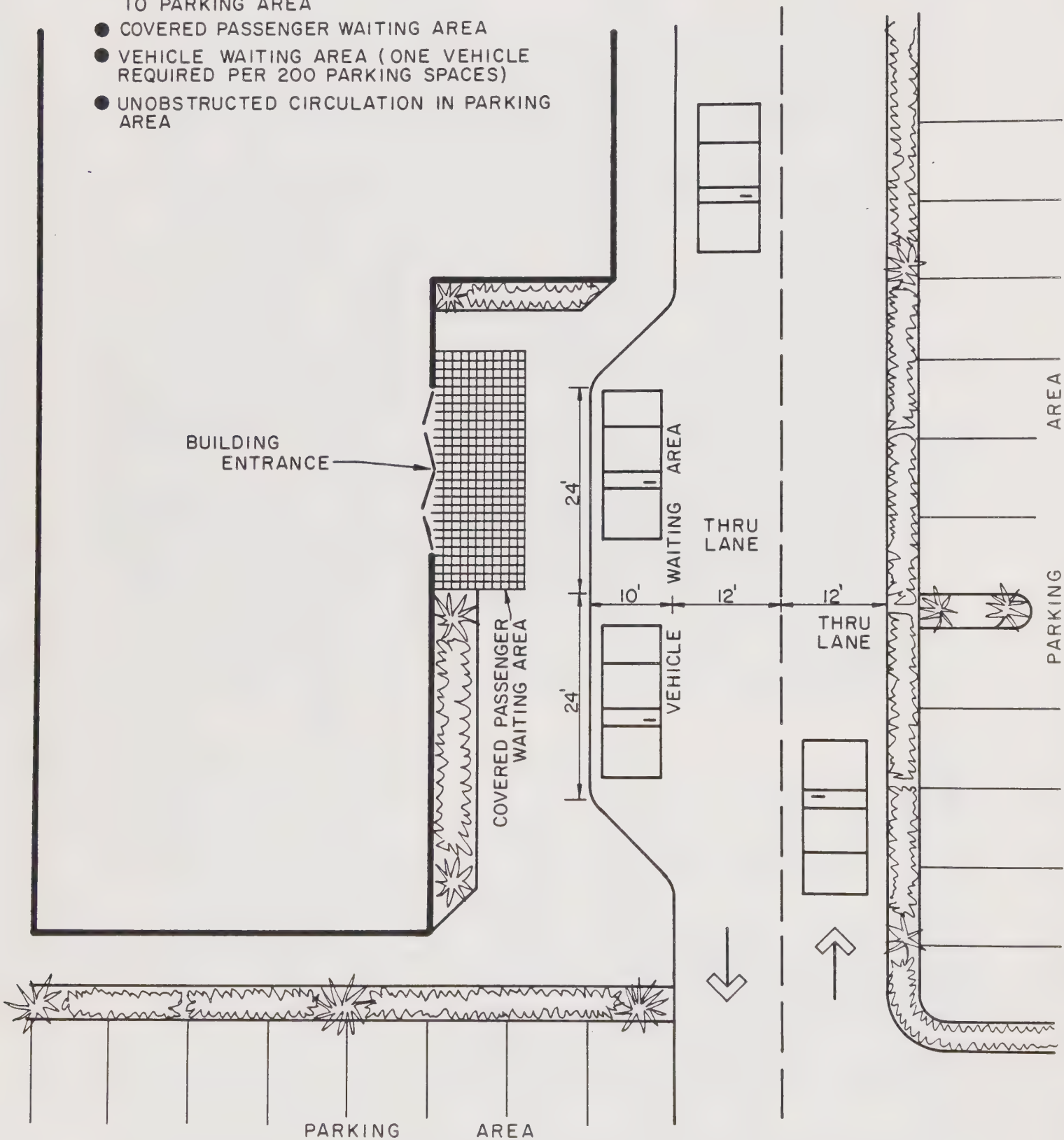
SHOWER & LOCKER FACILITIES:
3 SHOWERS
24 LOCKERS



SCHEMATIC DESIGN PASSENGER LOADING AREA

DESIGN FEATURES:

- LOCATED AT BUILDING ENTRANCE ADJACENT TO PARKING AREA
- COVERED PASSENGER WAITING AREA
- VEHICLE WAITING AREA (ONE VEHICLE REQUIRED PER 200 PARKING SPACES)
- UNOBSTRUCTED CIRCULATION IN PARKING AREA



Preferential Parking for Carpool and Vanpool Vehicles

Ridesharers should receive some special benefits for their effort. Having a specially reserved parking area close to their office provides part of that benefit.



Although it is difficult to predict the number of carpools and vanpools that might be formed, it is reasonable to assume that 10 to 20 percent of the employees will form pools. The ordinance specifies that a minimum of 15 percent of all employee parking spaces are to be designated for carpools or vanpools. The developer or subsequent employer may wish to provide additional preferential parking spaces to ridesharers if the demand is there.

Different uses involve different needs for employee parking. Offices generally have a high percentage of parking devoted to employee needs; a retail office store, however, has much more visitor and patron traffic and associated parking needs than for the employees. The following table shows how much parking is devoted to employees for various uses, and gives an example of how many preferential spaces should be supplied.

Table 2

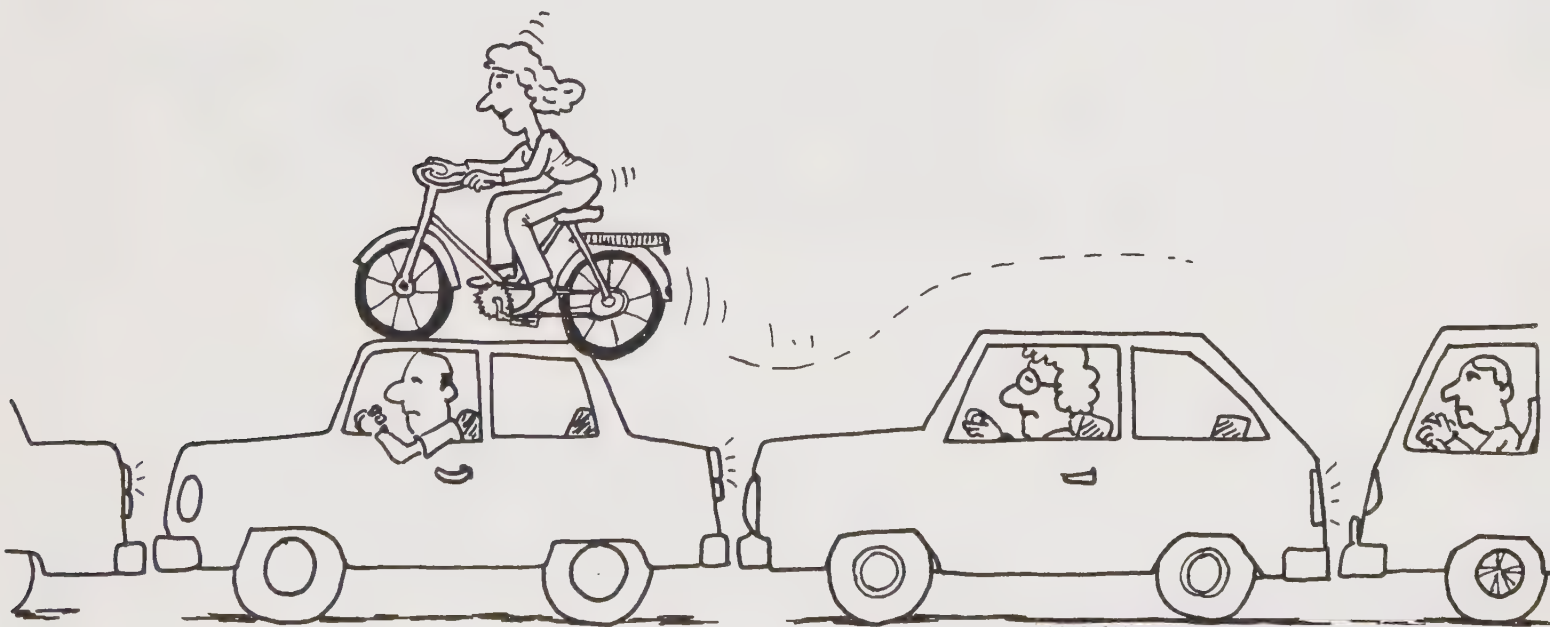
<u>Use</u>	<u>Percentage of Total Parking Devoted to Employee Parking</u>	<u>No. of Preferential Spaces Required if a Total of 500 Parking Spaces are Needed for the Project</u>
Office (except medical)	70	53
Hospital and medical offices	50	38
Commercial	30	23
Industrial	60	45

Some do's and don'ts for the project developer and the employer about establishing preferential parking spaces:

1. **Do** try to locate the spaces in a covered or shaded area as close to the building entrance as possible.
2. **Do** mark the spaces visibly to remind everyone that ridesharing incentives are being provided.
3. **Don't** make registration or enforcement complicated.
4. **Do** try to have the administration of the program assigned to one person. The transportation coordinator, if there is one on the site, is the appropriate person. The transportation coordinator can be an on-site property manager, an employee of a major tenant, or any other person who is readily accessible to employees at the site.

Shower and Locker Facilities

Many people are starting to realize the benefits of living near work--time and energy savings, and convenience. With increasing numbers of employees working closer to home, the likelihood of bicycling or walking also increases. It has been found that bicycling is most attractive to employees who live within about five miles from work, but some experienced cyclists ride much further. The County has numerous on-street bike lanes, and, depending on their place of work in relation to home, employees may be able to take advantage of the American River bike trail. Walking is most common for employees living within one mile of work. Both commute modes provide physical exercise and energy savings.



SOURCE: RIDESHARING, 1982, COMMUTER COMPUTER,
LOS ANGELES, CALIFORNIA

Sacramento's flat topography is a definite advantage to Bonnie Biker.

A proven incentive for bicycling and walking is the availability of showers and lockers at the workplace. Most employees will feel more comfortable about bicycling or walking if they know there is a place at work to change clothes and shower, as well as a place to store their gear. The ordinance specifies that 1 shower and 8 lockers are to be provided for every 200 employees or fraction thereof. For example, a development which will employ 700 persons should have 4 showers and 32 lockers. The use of the showers and lockers should be free, but if there is a charge for employee parking, the employer has the option of charging employees for use of the showers and lockers. The charge cannot exceed one-half the charge for employee parking.

The do's and don'ts of the ordinance are listed here:

1. **Do** provide 1 shower, 8 lockers for every 200 employees (or fraction thereof).
2. **Do not** charge for the use of the showers and lockers if there is not an employee parking charge. If there is a charge for employee parking, a charge may be levied, but it cannot exceed one-half of the amount charged for employee parking.
3. **Do** provide showers and lockers which are available to both male and female employees (either separate facilities or different use times).
4. **Do** consider the safety and security of the users in the design and location of these facilities. They may be designed in conjunction with restroom facilities or may have separate, secure entrances.
5. **Do** give priority use of shower and locker facilities to bicycling and walking commuters. If there are extra facilities, they may be used by employees who exercise at the workplace.

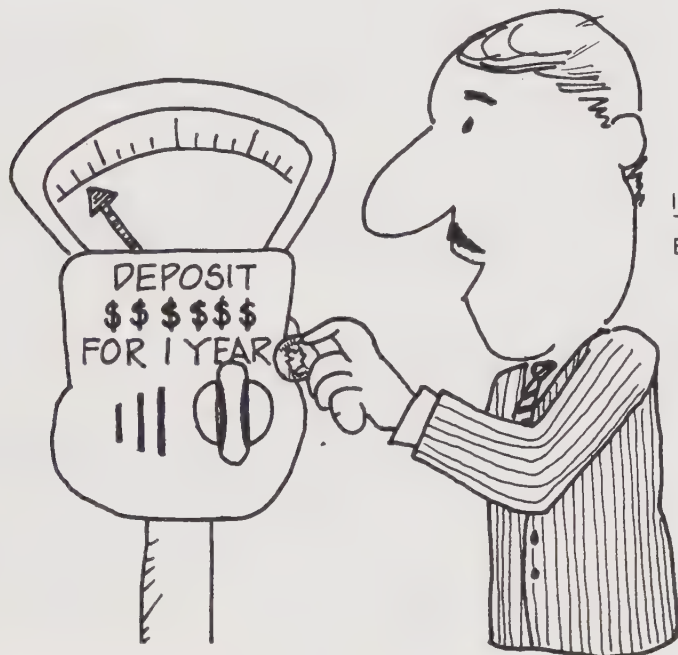
Transit Waiting Shelters

It is the responsibility of the developer to coordinate with Regional Transit to determine whether or not a transit shelter is needed. If it is determined that a shelter is needed, Regional Transit will work with the developer to assure that adequate provisions are made for the construction and placement of the shelter. The location and provisions for the shelter must be shown on development plans before the plans can be approved or a building permit issued. Therefore, it's a good idea to coordinate with Regional Transit early on.

Within certain limits, Regional Transit may specify the size, design, and appropriate materials to be used for the shelter. Shelters need not exceed design standards which are detailed in Section 301-14 of the County Zoning Code. Maintenance arrangements may also be specified. However, for those wishing to exceed the minimums, it is possible to design a shelter that blends with the architecture and construction materials of the buildings in the development. Complementary landscaping can be provided which can serve as effective wind breaks and provide summer shade.

PARKING REDUCTIONS

Employees often think of parking as a free benefit unless there is an actual out-of-pocket charge. There is no such thing as "free" parking for a developer or employer, however. There are essentially six components in the cost to provide parking. There is the investment in the land and the cost of constructing the parking stall. In addition, there are annual taxes, interest, and maintenance costs to pay. But perhaps the most significant "cost" is the lost buildable space. Land devoted to parking spaces could often be put to more productive use. When land costs are high, the provision of parking spaces can become an expensive factor.



IT CAN BE COSTLY FOR A COMPANY TO PROVIDE PARKING SPACES FOR EMPLOYEES.

SOURCE: RIDESHARING, 1982, COMMUTER COMPUTER, LOS ANGELES, CALIFORNIA

Meeting the facility requirements as outlined in Part I of this handbook automatically allows for a parking reduction. The following table describes the allowed reductions for showers/lockers and preferential spaces, as well as the option of providing additional bicycle parking.

Table 3
PARKING REDUCTIONS ALLOWED AS A RESULT OF INSTALLATION
OF TRIP REDUCTION FACILITIES

<u>Facility</u>	<u>Provisions</u>	<u>Parking Reduction Allowed</u>
Showers/lockers	Developments of 100+ employees	2% of required parking
Preferential carpool/ vanpool spaces	Marked, reserved spaces which are covered, shaded and/or near building entrance	1 space for every preferen- tial space to a maximum reduction of 2% of required parking
Secure bicycle parking	Developments providing bicycle parking exceeding Zoning Code requirements (Title III, Chapter 30, Article 6, Zoning Code)	1 space for every 3 bicycle parking spaces to a maximum reduction of 2% of required parking

TRIP REDUCTION FACILITIES PLAN

Proponents of development projects with 1000 or more employees which require discretionary approval (a rezone, development plan approval, etc.) must submit a trip reduction facilities plan as part of their application. In addition, such a plan may be required, at the discretion of the Planning Director, for a major development project which requires discretionary approval but employs less than 1000 persons.

The plan should describe the full set of proposed facilities that will reduce the number of employee commute trips. The facilities should be described and shown on the development plans. The description should be submitted as part of the application for the discretionary approval request. For large developments subject to this requirement, there is an opportunity to design a well thought out project incorporating numerous facilities to encourage and promote carpooling, vanpooling, transit use, bicycling, and walking. A little imagination in the design as well as taking advantage of opportunities which exist will result in an innovative, practical, well integrated plan. Listed below are some guidelines for preparing a trip reduction facilities plan:

1. Include passenger loading areas, preferential parking spaces for carpool and vanpool vehicles, shower and locker facilities, and transit waiting shelters.
2. Other facilities which may be appropriate and should be included, if appropriate, are as follows:
 - a. On-site bikeways to established bike routes or to nearby residential or commercial areas.
 - b. Walkways to transit stops or stations.
 - c. Transit stations.
 - d. Park and ride lots.
3. Write a description of the facilities and show their size and location on development plans.

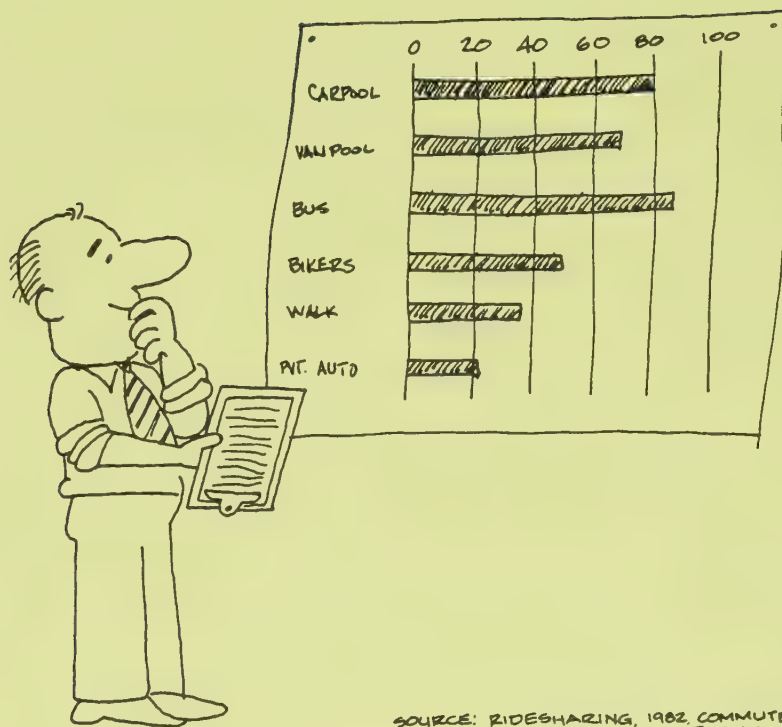
Remember, this facility plan is an opportunity to provide for those permanent facilities and design features which will benefit employees on the site for many years.

SUMMARY OF PART II TRIP REDUCTION FACILITIES

- Required Facilities
 - Passenger Loading Areas.
 - Preferential Parking Spaces.
 - Shower and Locker Facilities.
 - Transit Waiting Shelters.

- Parking Reductions are available to developers when facility requirements are met
- Trip Reduction Facilities Plan
 - Required with development projects (with 1000 or more employees) which require discretionary approval (a rezone, development plan approval, etc.).

TRIP REDUCTION SERVICES



SOURCE: RIDESHARING, 1982 COMMUTER COMPUTER,
LOS ANGELES, CALIFORNIA

PART III

TRIP REDUCTION SERVICES

This section provides a brief overview on the important factors to consider in developing a program to secure a Trip Reduction Permit. Four main chapters are included in this section which provide specific information to help you in meeting the requirements:

1. Transportation coordinator service
2. Informational services on carpooling, vanpooling, public transit, and other alternative commute modes
3. Commuter matching services
4. Preferential parking program services

All employers of 100 or more persons are required to comply with the provisions in this part of the handbook. The County will send out written notices to employers specifying the provisions they must meet and the time frame they have to meet them. Once notified, employers have 180 days to meet the requirements of the ordinance and will receive a 'Trip Reduction Permit' once they comply.

THE TRANSPORTATION COORDINATOR

Designating the company transportation coordinator is one of the more crucial aspects of establishing, implementing, and improving a transportation management program. Providing an on-site employee transportation coordinator is one of the four specific requirements in obtaining a Trip Reduction Permit. It can be either a full-time or part-time position, depending on the size of the company and the scope of the commute alternative activities planned. The coordinator can be an employee, tenant, property manager, property owner or other appropriate person who will perform various duties related to meeting the transportation needs of employees. An employee in the personnel office of a company may be an effective coordinator because of that person's high level of interaction with all the employees of a company.

The person selected for the job should be interested and enthusiastic about commute alternatives. It helps if the person is personally involved in the utilization of alternative commute modes. Other qualities to look for in choosing a coordinator include a willingness to help people, innovativeness, the ability to follow through on tasks, and the ability to make oral and written presentations.

*The Sacramento County Code requires employers of 100 or more persons at a common work location to obtain a Trip Reduction Permit.

The coordinator will promote the program and assist employees as well as promote the program to management by reporting on the results, costs, and benefits.

The coordinator will be the person to fulfill the following duties:

1. Provide employees with written information on alternative commute modes.
2. Administer carpool/vanpool matching services.
3. Assign spaces and administer the preferential parking program for carpool and vanpool vehicles.
4. Act as liaison between the company and the County, Regional Transit, Caltrans, and other public or private agencies involved in transportation issues, and services.
5. Analyze the employees' problems and determine ways to meet their needs.
6. Conduct "informational orientation" seminars for new employees.
7. Document progress of the commute alternatives program.
8. Keep up-to-date files on transit scheduling and other "timely" information.
9. Promote the commute alternatives program through promotional displays and personal contacts with employees, management, and the community.

The transportation coordinator position is action oriented with an emphasis on disseminating commute alternatives information and following through by making personal contact with employees. The transportation coordinator is the central focus of the Transportation Management Plan which is required to obtain a Trip Reduction Permit. The coordinator is the person responsible for implementing the other three requirements necessary to obtain a Trip Reduction Permit: Informational services on commute alternatives, provision of commuter matching services, and the preferential parking program.

Gather Information

In order to fulfill the duties of the job, the coordinator will, at the outset, need to become very familiar with many different aspects of the company. The coordinator will need to find out about existing company transportation policies and available financial and staff resources. Other job orientation steps involve getting to know the departments and people with whom the coordinator will interact and becoming familiar with the means of communicating within the company such as employee newsletters, bulletin boards, and new employee information packets. Sacramento Rideshare should be provided with the name of the designated transportation coordinator for each company. It is also a good idea to find out about the company's graphics and printing facilities. The coordinator will need to become familiar with the transportation system in the area. The Caltrans Sacramento Rideshare office and Regional Transit can provide a great deal of this information. It is helpful to "field check" the nearby bike lanes, bus stops (and shelters), and pedestrian access to the work site. Existing traffic conditions and plans for new roadways, parking facilities, and bikeways should be investigated.

Steps to Program Development

Once the coordinator has become familiar with the employer and the transportation network, there are 7 basic steps he/she should follow in putting together an employee program:

1. Develop a company transportation policy and program budget
2. Establish objectives for the program
3. Develop a program of measures to meet the objectives
4. Evaluate options
5. Establish goals
6. Develop a strategy for marketing the program
7. Develop a work program

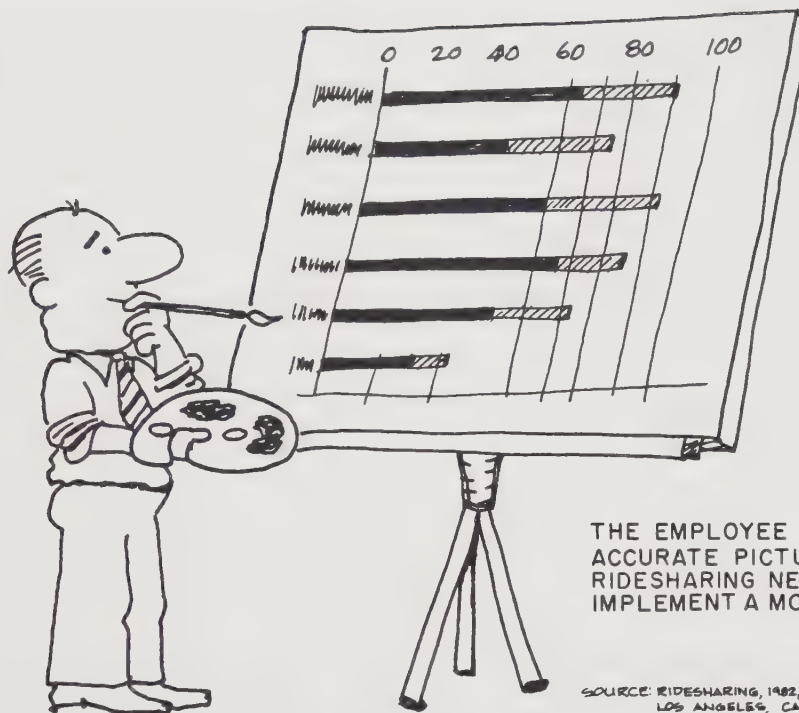
These seven steps will be further detailed in Part VI of this manual.

One point to remember is that in order to ensure a successful trip reduction program, the program will need the endorsement and commitment of management. The coordinator's role in educating and informing management about the benefits of the utilization of alternative commute modes, and the results of the efforts of the company trip reduction program, should not be overlooked.

The Sacramento Rideshare office offers assistance in the development of a program suitable for a specific employer and also offers assistance in surveying employees. If the coordinator chooses to do an in-house survey, here are some guidelines to follow so that the results are meaningful and the number of responses is high. The source of most of these guidelines is Ridesharing - 1982, Commuter Computer office, Los Angeles, California.

1. Do not use the mail to send surveys out or receive them. It is an ineffective distribution method, and you will find that very few employees will bother to mail back the form.
2. Distribute and collect surveys through the same channels. This will simplify operations and minimize confusion. For example, you might ask department managers to distribute the forms and collect them.
3. Do not suggest or require that the employees use their personal time--either break, lunch or home--to complete the survey. As with the mailing problem, you will get a very low return.
4. Suggest (after you clear it with management) that the survey be filled out during work time, preferably at the beginning of the shift or directly after a break. It will only take a few minutes per employee, will interfere minimally with their work in progress and will produce a very high return rate.

It is important to let employees know what the purpose of the survey is and to assure them that they will be informed of the survey results.



THE EMPLOYEE SURVEY WILL PAINT AN ACCURATE PICTURE OF YOUR COMPANY'S RIDESHARING NEEDS. THEN YOU CAN IMPLEMENT A MORE EFFECTIVE PROGRAM.

SOURCE: RIDESHARING, 1982, COMMUTER COMPUTER, LOS ANGELES, CALIFORNIA

The Sacramento Rideshare office can also assist the transportation coordinator by providing promotional materials, conducting periodic ridesharing campaigns, providing computerized match lists, meeting with employee groups and assisting in other areas. (See Part VII of the handbook for details on the Sacramento Rideshare services.)

As part of the ongoing commute alternatives program, the transportation coordinator should conduct employee surveys on an annual basis. This is an important aspect of program evaluation. The survey results can provide the coordinator with an indication of how well the program is working. The coordinator can evaluate whether the goals and objectives of the program are being met and alter program implementation in accordance with survey results.

Marketing the Program

Marketing the commute alternatives program is an important part of the transportation coordinator's position. The following list summarizes marketing activities designed to promote the commute alternatives program:

- o New employee orientations
- o Commute alternative campaigns
- o Frequent commute alternative items in the company newsletter
- o Meetings with potential carpool or vanpool participants
- o Transportation fairs
- o Employee meetings designed to inform employees of the program
- o Personal assistance to employees

- o Publicity at the worksite to continuously promote utilization of commute alternatives
- o Availability of a company transportation guide, including current transit information
- o Press releases to local newspapers on the company's efforts

The transportation coordinator should decide which marketing activities to implement after an analysis of the company employees' commute habits. After reviewing employee surveys which should provide information on transportation habits and attitudes towards commute alternatives, the coordinator can develop a marketing program specifically designed for the company.

INFORMATIONAL SERVICES

One of the first things employees need to help them decide on the most suitable way to commute is information about alternatives. Providing such information to employees is the responsibility of the employer. The transportation coordinator for the company is the person who provides commute alternative information to the company employees. Each year, the coordinator must provide this information in writing to all employees. The coordinator must do the same for new employees when they are hired. The information provided should cover carpooling, vanpooling, public transit, bicycling, and walking. The benefits--both individual and community--are to be emphasized, and the coordinator should inform employees about the availability of each commute mode at the particular employment location. Information on company commute alternative incentives such as on-site transit pass sales, bicycle parking facilities, and the availability of preferential parking for carpools and vanpools should also be provided. Essentially, the coordinator serves as the "educator" on alternative ways to get to work. One of the best sources of information on alternate commute modes is Caltrans' Sacramento Rideshare office. The office provides free information to employers and employees on a variety of commute alternative strategies. Dialing 445-POOL will connect you with the office or you may wish to stop in at 1120 N Street, Room 2122 in downtown Sacramento. Sacramento Rideshare provides convenient form letters which may be used to request information, and a very useful "Fact Sheet." These materials may be found in the Appendix. The following section takes each commute mode and describes the kind of information available and where to secure it.

Carpooling

Carpooling involves 2-6 employees riding together in an employee's private car. This can be done by using one car and sharing expenses or by rotating cars so that no money is transferred. There are variations such as using a company car or leased vehicles. Carpoolers can share a ride to work, or to park and ride lots where buses are used for the remainder of the trip.

Employer services in support of carpooling consist of providing employees with information and assisting interested employees in forming or joining a carpool. Informational materials are generally available free of a charge from Caltrans' Sacramento Rideshare. The material provides useful information on the benefits of carpooling to the employee, how to form or join a carpool, and suggestions for making the carpool a successful and pleasant commute experience.

It is important for carpool participants to discuss insurance coverage. If the carpool involves driver rotation on a regular basis there should be no increased insurance coverage required, and there may be a decrease in coverage possible for each participant. If one person drives on a regular basis and is paid by the other participants, that person should have additional insurance coverage. Sacramento Rideshare can provide further information on insurance coverage for carpools.

Specific information about carpooling and its benefits can be found in the Appendix. This information may be useful to include in employee information packets.

Vanpooling

Vanpools involve 8 or more persons commuting to work in a vehicle which is designed to carry between 8 and 15 passengers. Employer services in support of vanpooling are similar to those for carpooling. However, because there are special vehicles and larger numbers of people involved with vanpool commuting, the need for specialized information is greater.

The advantages of vanpooling are many. Seating is comfortable, and riders can enjoy a relaxed ride to work. A vanpool of 12 people eliminates 7 cars from the road--which is very significant, especially during the rush hours. Vanpool participants are also eligible for a seven dollar monthly tax deduction for the cost of participating in a vanpool (California Senate Bill 320).

There are 3 types of vanpools: owner-operated, company sponsored, and third-party. Owner-operated vans are the sole responsibility of the owner/driver. Such vanpools can be encouraged by the employer through various incentives. Company sponsored programs involve a van which is either owned or leased by the company. The pool program is also administered by the company. Special tax incentives have been adopted for company-owned vanpools. In third party vanpools, an agency such as a local ridesharing organization, or van leasing company, offers a vanpool service. This third party administers the program and assumes the financial responsibility.

Information on these three types of vanpools and the available tax benefits is available from the Sacramento Rideshare office. This office offers assistance on guidelines, vehicle specifications, and match lists. Information on operating costs, insurance costs and how to obtain vans is also available.

Buspooling

Buspooling can be an economical way to commute for groups of commuters who live 30 or more miles from work, especially if there is no regular transit service or where demand exceeds capacity or existing service. There are 3 options for the buspool service: third party, company-owned, and privately-owned.

A bus carrying more than 15 passengers must obtain an operating permit from the Public Utilities Commission to insure safety and cost fairness for the riders. Information on the permit is available from the Bus Development staff at the Public Utilities Commission, (415) 557-3092.

Three bus operators currently provide service to the Sacramento area. Information can be obtained directly from these companies or from the Sacramento Rideshare office.

Commuter Bus Lines	(916) 371-2877
Amador Stage Lines	(916) 444-7880
Guiton and Company	(415) 836-1005

Like the tax advantage allowed for vanpools, participating in a buspool allows for a \$7 monthly tax deduction.

Public Transit

Sacramento Regional Transit (RT) provides commuter bus service to the Sacramento urban area. In addition to RT, there are 6 other area specific or specialized service providers.

Regional Transit	(Sacramento Urban Area)	321-BUSS
Berkeley Bus	(From Berkeley to Sacramento)	445-POOL
Commuter Bus Lines	(From Placer and El Dorado Counties)	371-BUSS
Folsom Bus	(From Folsom to Sacramento)	985-2050
Greyhound Bus Lines	(Various Routes)	444-6800
Paratransit	(Requires One Week Advance Notice)	454-4131
Yolo Bus	(Woodland, Davis, East Yolo County)	371-BUSS



Follow Barbara Busrider's example and get rid of the hassle of commuting

A great deal of information about public transit is available from Regional Transit. Bus schedules for routes which serve a particular place of employment are available free of charge. Many employees will try commuting by transit if the necessary information such as transit maps and schedules is available. On-site or nearby locations where bus passes can be purchased also encourages transit use. Information on where the passes can be purchased should also be made available to employees. Regional Transit has a comprehensive information center which is a good source for information on all the services provided by the district and on where to secure additional information on other public transportation services in the Sacramento area. The main information number is 321-BUSS. (See Appendix for Commuter Guide to Sacramento.)

Park-and-Ride

Park-and-ride lots serve an important function in an overall transportation program. Employees can park their cars a short distance from home and continue on with their trip in a carpool, vanpool, buspool, or on transit. The lots often have both parking spaces and bicycle lockers. Sacramento Rideshare keeps an up-to-date list of formal park and ride locations and the facilities provided at each site. The following pages provide a list of park-and-ride locations in the Sacramento region as of January 1983. In addition, secure parking which can be used for park-and-ride arrangements is often available near many major intersections.

Bicycling

Bicycling has become an increasingly popular sport over the past five years. The number of persons choosing to bike to work has also been on the rise. Statistics show that 60% of all urban trips are less than 5 miles in distance.* Additional data show that 40% of the home to work trips in the Sacramento region are less than 6 miles (one-way)** Such distances provide the opportunity for a relatively short bike commute to work.

Information which is valuable to employees who are considering bicycling to work includes:

- o Maps on city/county bikeways and bike trails
- o Safety rules of the road
- o Location and procedures to use nearby bicycle parking, showers and lockers
- o Location of bike lockers and park and ride lots

The City of Sacramento's Traffic Engineer's office at 449-5307 has maps which show bikeways in both the city and county. The County Planning Department also has maps of the Bikeway Master Plan. Sacramento Rideshare and the State Department of Motor Vehicles' Driver's Handbook have information on safety and rules. Pamphlets and written materials are available from these offices. Information on the location of bike lockers at park and ride lots and bicycle commuter guides are also available from Sacramento Rideshare (445-POOL). Lastly, Sacramento Rideshare offers referrals to experienced bicycle commuters. These bicyclists can answer questions on routes and equipment and provide safety tips. (See Appendix for Fact Sheet.)

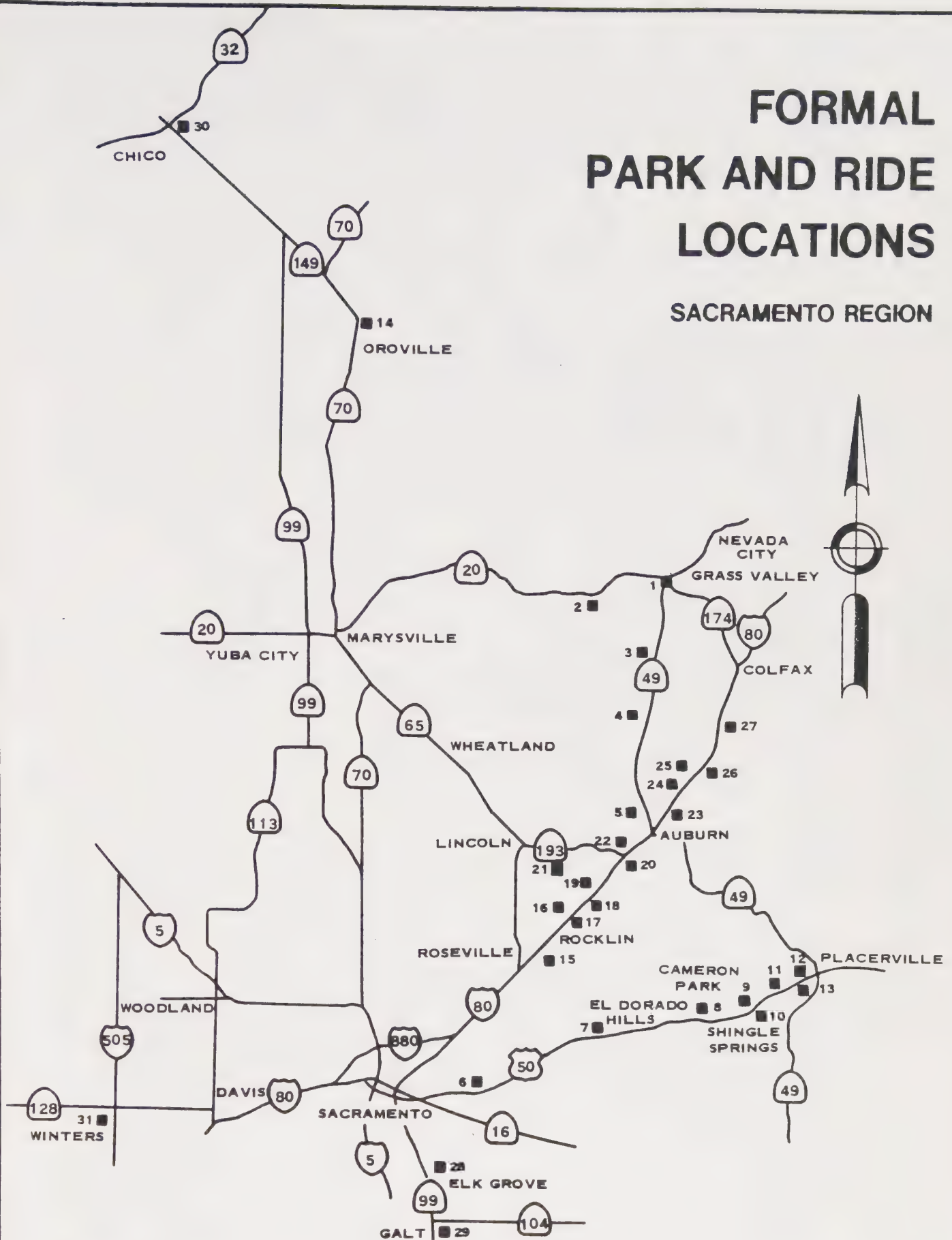
Walking.

Walking is a mode of transportation which is often overlooked in our vehicle oriented society. Yet it is an efficient way to get to work if the home to work distance is not excessive. As with bicycling, the opportunities for employees to commute to the site by walking are enhanced by its close proximity to residential areas. It has been found that one to two miles is a reasonable commute distance for walking. If shower and locker facilities are readily

*Transportation Coordinator's Manual (draft), Caltrans' Sacramento Rideshare.
**State Office of Planning and Research, 1978 statistic.

FORMAL PARK AND RIDE LOCATIONS

SACRAMENTO REGION



DISTRICT 3
SACRAMENTO RIDESHARE

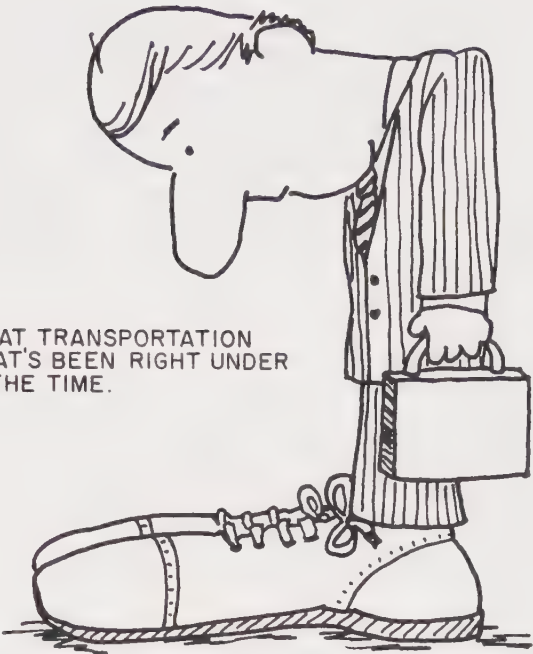
JANUARY 1983

SACRAMENTO RIDESHARE
DISTRICT 03 - CALTRANS
LOCATION OF FORMAL PARK AND RIDE FACILITIES

COUNTY	ROUTE	LOCATION	Spaces (paved)	Bicycle Lockers
1. Nevada	Jct. of 20/49/174	Grass Valley under freeway overpass	55	8
2. Nevada	20	Pleasant Valley Road	24	4
3. Nevada	49	Lime Kiln Road near Alta Sierra	46	4
4. Nevada	49	Streeter Road	36	4
5. Placer	49	Atwood Road near Auburn	42	4
6. Sacramento	50	Hazel Ave. across from Natoma Powerhouse	33	4
7. El Dorado	50	Saratoga Way and El Dorado Hills Blvd. in El Dorado Hills	30	8
8. El Dorado	50	Cambridge Road in Cameron Park	11	12
9. El Dorado	50	Ponderosa Road and North Shingle Road at Shingle Springs	31	4
10. El Dorado	50	Durock Road and South Shingle Road at Shingle Springs interchange	56	4
11. El Dorado	50	Shingle Springs Drive northwest interchange in E. Shingle Springs	20	4
12. El Dorado	50	Greenstone Road	22	4
13. El Dorado	50	Missouri Flat Road south inter- section with Mother Lode Road	70	4
14. Butte	70	Grand Avenue adjacent to 3rd St. in Oroville	30	4
15. Placer	80	Douglas Blvd. southeast of inter- change in Roseville	36	8
16. Placer	80	Sierra College Blvd. north of inter- change along paved shoulder - both sides of road	24	4

COUNTY	ROUTE	LOCATION	Spaces (paved)	Bicycle Lockers
17. Placer	80	Sierra College Blvd. south of interchange	10	4
18. Placer	80	Horseeshoe Bar Rd. near Loomis	24	4
19. Placer	80	Penryn Road near Penryn along paved shoulder on both sides	27	8
20. Placer	80	Newcastle Road east of inter- change in Newcastle	39	4
21. Placer	193	Sierra College Blvd. in Lincoln	14	-
22. Placer	80	Lincoln/Ophir exit at Rout 193	37	8
23. Placer	80	Lincoln Way in Bowman east of Bowman interchange	10	4
24. Placer	80	Intersection of Bell Rd. and Bowman Rd. - in Bowman - two lots	34	8
25. Placer	80	Intersection of Dry Creek Rd. and Lake Arthur Road above Bowman	10	4
26. Placer	80	Clipper Gap Road near Applegate	16	4
27. Placer	80	Weimar Cross Road in Weimar south of interchange	12	4
28. Sacramento	99	Sheldon Road in southeast quadrant near Elk Grove	27	6
29. Sacramento	99	Junction of Rtes. 99 and 104 north of Galt	35	4
30. Butte	99	Hwy. 32 and Fir Street in Chico	45	8
31. Yolo	128	Main and Railroad Streets in Winters	25	4

available, the distance employees are willing to walk may further increase. Employers can easily survey the vicinity of the workplace and determine whether walking will be an appropriate, convenient, and safe alternative for employees. Perhaps there are pedestrian pathways or well-shaded streets with sidewalks which lead from surrounding residential areas to the workplace. Site specific information such as this should be made available to employees.



WALKING IS A GREAT TRANSPORTATION
ALTERNATIVE THAT'S BEEN RIGHT UNDER
OUR NOSES ALL THE TIME.

SOURCE: RIDESHARING, 1982, COMMUTER COMPUTER,
LOS ANGELES, CALIFORNIA

Invest in a sturdy, comfortable pair of shoes and join Walter Walker

Information Distribution

Information distribution is a major function of the transportation coordinator. Maintaining a high level of visibility in the company is important. From the initiation of program development, the transportation coordinator should be established as the contact person for commute alternatives information. The establishment of a centralized information center within the company is an effective way to educate and hopefully motivate the employees on a continual basis.

The distribution of an informational packet to new and existing employees will provide employees with commute alternative information which they can read and keep for future reference. The coordinator could enlist the assistance of the company's graphics or art department in designing the packet. The packet could be indexed using different colors for the various informational items,

for easy reference. Having loose, pull out sheets also facilitates reference to those alternatives of the most interest to the reader and allows for an update of the information as necessary. The following is a list of suggested information to be included in the packets:

- o A description of each alternative commute mode and the advantages associated with utilizing the various modes
- o Transit schedules
- o Description of the company's trip reduction facilities and amenities, i.e., bike lockers, showers, and preferential parking spaces for carpools and vanpools
- o Name, phone number, and office location of the company's transportation coordinator
- o Sources and references for additional information

COMMUTER MATCHING SERVICES

The third requirement which must be fulfilled in order to secure a trip reduction permit is to provide employees with commuter matching services. The service is to be provided to new employees when they are hired and to all employees every year. Who provides the service is up to the employer. The options include--the employer, an agency, firm, consultant or other person (in house or from the outside) who can provide the necessary information and follow-up.

Assistance to employees interested in carpooling or vanpooling consists of providing them with a list of potential carpool/vanpool partners and working with the employees to resolve problems which might arise during the formation or operation of the carpool or vanpool. Personalized service is important; providing only a list of names and numbers is not enough. Potential carpool/vanpool partners can get acquainted during informal coffee klatches given at the workplace. This may alleviate some of the tension associated with ridesharing with unfamiliar people.

Caltrans' Sacramento Rideshare provides free services which an employer may wish to utilize. A list of potential carpool partners can be obtained by requesting the Rideshare office to conduct a survey of employees. The survey not only provides a match list for carpoolers but, if desired, can also provide the employer with a profile of employee commute patterns. The Rideshare office can register employee work-travel schedules with their computerized information system and provide a list of persons with similar work hours and work locations. These matching services are currently available at no cost from Sacramento Rideshare. The principal benefit is that this service matches all commuters from several employers in a given work area who might not otherwise know each other.

The Sacramento Rideshare office also offers assistance to prospective vanpoolers by providing names of potential riders and drivers, vehicle specifications and guidelines for operating a vanpool.

It is also possible for an employer or property owner to provide matching services by conducting his/her own survey and providing the match information to employees.

The role of the transportation coordinator is especially important in the administration of the commuter match program. The coordinator serves as the focal point for information about the program and serves as the liaison between the employee and the provider of the matching services.

PREFERENTIAL PARKING PROGRAM

The fourth requirement to secure a Trip Reduction Permit is to provide and administer a program of preferential parking for carpool and vanpool vehicles. Often, this program is administered by the transportation coordinator. If the development is subject to the trip reduction facilities requirement, preferential spaces will be designated to allow "Carpool/Vanpools Only" parking. The developer will have reserved and designated at least 15% of the employee parking spaces which are located near the building entrance (or other preferential location) as preferential spaces. The employer may wish to increase the number of designated spaces if the response to carpooling and vanpooling among employees is substantial. If the development does not have preferential spaces marked, the employer can do so with either signs or pavement markings. (See the trip reduction facilities section of this handbook for guidelines on providing the spaces).

A plan for the administration of the program is necessary. The simplest way to allocate the preferential spaces is to have the ridesharing groups fill out registration forms. A window sticker or dashboard card could be used and enforcement could be through either an honor system or spot-check procedure. If a fee is involved in parking, the program should be designed to collect the fees and validate payment. Another easy monitoring system is implemented by having employees assigned specific spaces. Enforcement is then only necessary when the employee assigned the space complains that an unauthorized vehicle is in his/her space.

Marketing the preferential parking program should be done in conjunction with the commute alternatives program of the company. When information is given to employees on alternative commute modes, the fact that preferential spaces are available should be highlighted in the carpool and vanpool section. The attractive features of the spaces (near the building entrance, covered, shaded, etc.) should be emphasized so that employees view the spaces as an incentive.

There are a couple of points to remember in developing the preferential parking program.

- o Mark the carpool and vanpool spaces clearly to remind employees, customers, neighboring homes and businesses, etc., that ridesharing incentives are being provided by your company.
- o Establish a system where registration and enforcement are simple.
- o Have the person who is responsible for administering the other commute alternatives programs (the transportation coordinator), administer the preferential parking program. Fragmenting the administrative functions can result in decreased coordination and communication, and decreased efficiency.

SUMMARY OF PART III
TRIP REDUCTION SERVICES

- Required Services

- Transportation Coordinator Service.
- Informational Services.
- Commuter Matching Services.
- Preferential Parking Program Services.

- The Role of the Transportation Coordinator

- Development of a commute alternatives program.
- Promotion of the commute alternatives program to employees and to management.
- Distribution of commute alternatives information.
- Assistance to employees during program implementation.

ADMINISTRATION



SOURCE: RIDESHARING, 1982. COMMUTER COMPUTER,
LOS ANGELES, CALIFORNIA

PART IV

ADMINISTRATION

Administratively, trip reduction facilities and trip reduction services will be handled differently due to the basic implementation procedure differences. The answer to the "How to Comply?" question is discussed here.

TRIP REDUCTION FACILITIES

A developer of a project subject to the four basic trip reduction facility requirements or subject to the more comprehensive Trip Reduction Facilities Plan will provide for the requirements through the County's existing development review process. The required facilities must be shown on all plans submitted to the Planning Department for approval and on all building permit applications before a permit is issued. Those people subject to the Trip Reduction Facilities Plan requirement must show the facilities on the submitted exhibit plans in conjunction with a written description of the facilities. This facilities plan may also be required as part of any application submitted for a rezone, use permit, special development permit, development plan approval, special review of parking, development agreement, or variance. The plan will be processed along with the entire application and will not require a fee in addition to the underlying application fee. The application processing time is not expected to lengthen due to the imposition of the trip reduction facilities requirements.

Enforcement of the ordinance will be through existing building inspection procedures. Final inspection and occupancy permits will not be issued unless the facilities are constructed and meet building code requirements.

TRIP REDUCTION SERVICES

All employers subject to the requirements of the trip reduction services portion of the ordinance will be notified of the requirements, and when the 180 day period in which to comply has begun. So, to begin with, employers will have written notification that they must obtain a Trip Reduction Permit and will also be informed about how to secure the permit.

As detailed previously in this handbook, to obtain a Trip Reduction Permit, the applicant must comply with four requirements. The compliance schedule for those employers filing for or renewing business licenses is phased and detailed below.

- o Any person filing an application with the County of Sacramento for a new General Business License on or after January 1, 1984, is required to comply with the provisions of Chapter 10.64 of the Sacramento County Code.
- o Any person filing an application with the County of Sacramento to renew a General Business License on or after January 1, 1985, and who, at the time of application, employs 500 or more people, is required to comply with the provisions of Chapter 10.64 of the Sacramento County Code.

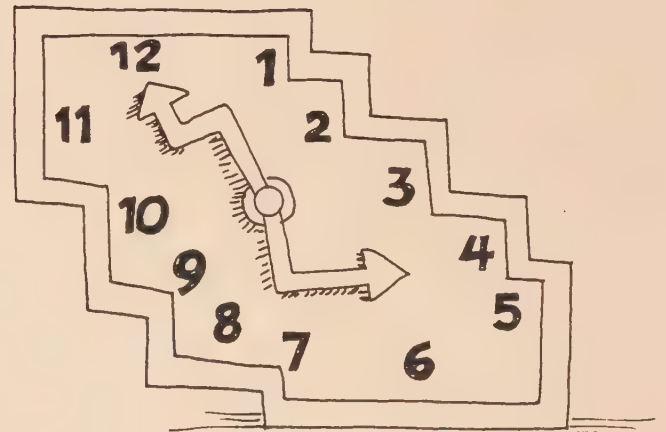
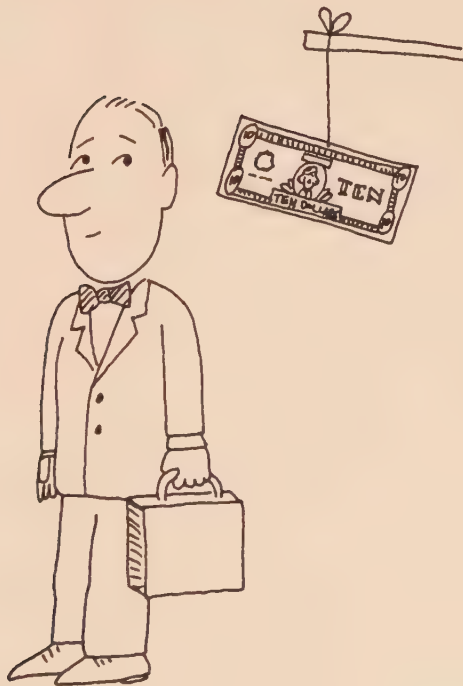
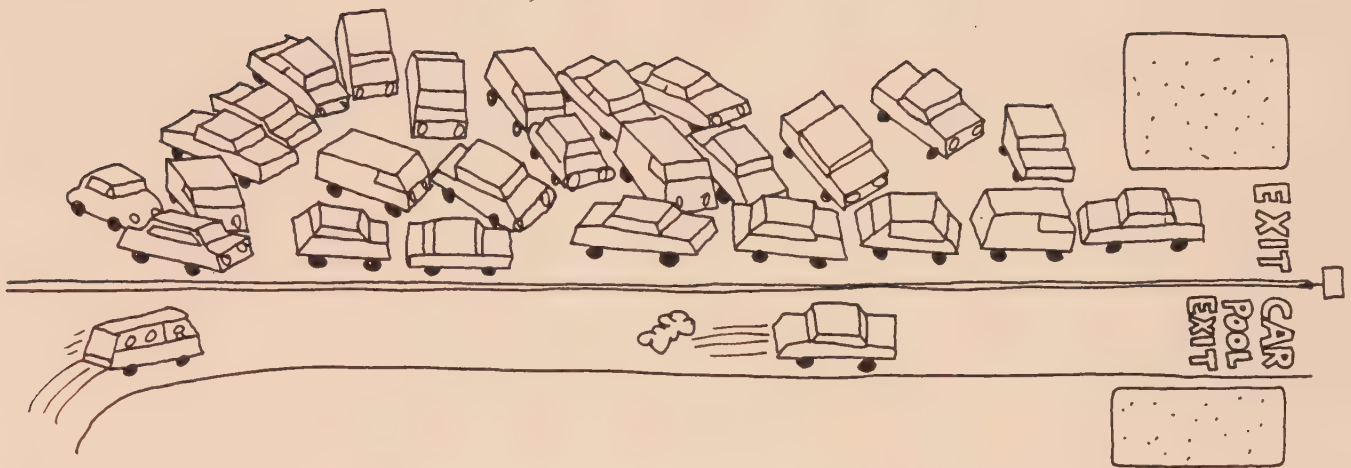
- o Any person filing an application with the County of Sacramento to renew a General Business License on or after January 1, 1986, and who, at the time of application, employs 250 or more people, is required to comply with the provisions of Chapter 10.64 of the Sacramento County Code.
- o Any person filing an application with the County of Sacramento to renew a General Business License on or after January 1, 1987, and who, at the time of application, employs 100 or more people, is required to comply with the provisions of Chapter 10.64 of the Sacramento County Code.
- o Any person who employs 100 or more people on or after January 1, 1988, will, upon notification of the Planning Director, be required to comply with the provisions of Chapter 10.64 of the Sacramento County Code.

There are appeal procedures which may be followed if an applicant is not satisfied with the Planning Director's decision regarding the issuance of a Trip Reduction Permit. The appeal must be made in writing no later than 30 days from the date of the written notification by the Director of his/her decision to issue or not issue the Trip Reduction Permit pursuant to Section 10.64.120 of the Sacramento County Code. Title 23 of the Sacramento County Code (the Sacramento County Zoning Code) provides the requirements for procedures, hearings, and final action by the County Board of Zoning Appeals. Violation of the provisions of Chapter 10.64 of the Sacramento County Code pertaining to the Trip Reduction Permit requirement constitutes a misdemeanor.

SUMMARY OF PART IV ADMINISTRATION

- Trip Reduction Facilities
 - Fulfillment of requirements is through the County's existing development review process.
 - Enforcement is through existing building inspection procedures.
- Trip Reduction Services
 - Employers will receive written notification that they must obtain a Trip Reduction Permit and an explanation of the procedure for doing so.
 - The compliance schedule for employers filing for or renewing business licenses is phased.
 - The applicant may appeal the Planning Director's decision regarding whether or not a Trip Reduction Permit will be issued or not.
 - Violation of Chapter 10.64 of the Sacramento County Code pertaining to the Trip Reduction Permit requirement constitutes a misdemeanor.

GOING BEYOND THE MINIMUMS



SOURCE: RIDESHARING, 1982, COMMUTER COMPUTER,
LOS ANGELES, CALIFORNIA

PART V

GOING BEYOND THE MINIMUMS

Why should an employer go beyond the minimum trip reduction requirements? Commitment and involvement from the company management are essential for a successful trip reduction effort. If the company management is concerned and committed to reducing the trips to the workplace, the management will soon discover the many options which can be used. Increasing commute alternative options will benefit employees, management, and the community.

This section of the handbook is intended to provide employers with suggestions for more comprehensive commuter alternatives. Some employers may find that providing measures, in addition to those already required, will be a worthwhile benefit to employees at the worksite. While most of the measures which will be described here are measures which an employer could undertake, many could be successfully implemented by the developer or property owner through his/her role as property manager.

Sacramento area residents will have to rely on commute modes other than the single occupant vehicle in the near future. Even at the present time, employers are concerned about congested freeways and streets which lead to the workplace. Some firms have made tremendous efforts to provide services which go beyond their local jurisdiction's requirements. The methods which have been utilized to encourage the commute alternatives have been unique and successful.

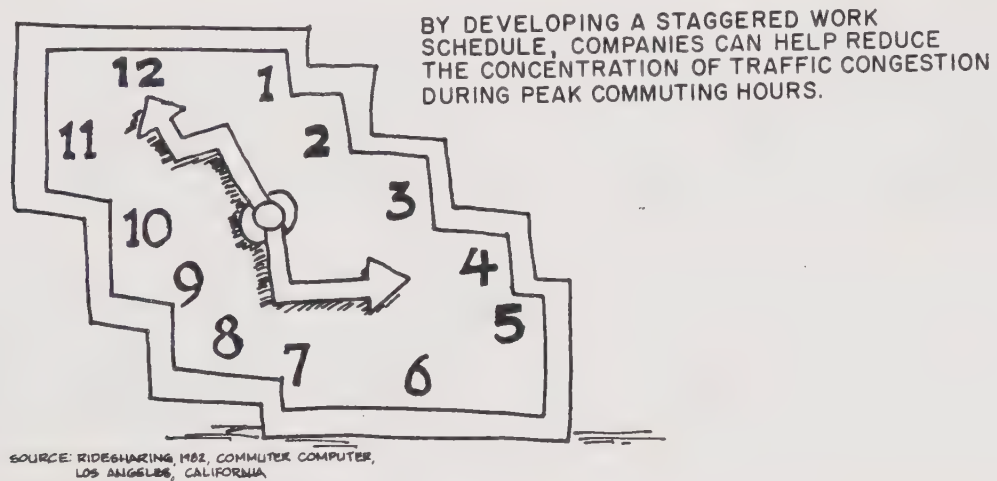
TYPES OF INCENTIVES

Listed below and then summarized are incentive programs which may be implemented by an employer to encourage the use of alternative commute modes.

1. Flexible work hours
2. Encouragement of transit use
3. Encouragement of carpooling and vanpooling
4. Encouragement of bicycle use
5. Commute alternatives promotional events
6. Financial subsidies
7. Shuttle service from transit stations to the workplace

Flexible Work Hours

Often referred to as "flex-time," there are actually three categories of flexible work hours: Staggered hours, flex-time, and the compressed work week. The definitions of each of these schedule types can be found on page 34 (Table 5).



One of the main benefits of flexible work hours is the reduction of traffic congestion. Transit efficiency is improved, and employees have the advantage of riding on a less crowded bus. Starting and ending the workday at off peak times encourages bicycling since less traffic is on the street at those times. Carpooling is encouraged since it is easier to match and adapt schedules with potential ridesharers. Crowding in and around the employment site can also be significantly reduced.

Other benefits of flexible work hours from a company's point of view are:

- o Improved job performance. Individuals have different biological clocks - some work better early, others work better late.
- o Increased company productivity. By extending the workday, there is extended coverage at the worksite (see above diagram). One advantage of this extended coverage is that telephone calls can be made to other time zones at off peak hours.
- o Reduced turnover and absenteeism. The changing needs of children and spouses can be better accommodated.
- o Improved community relations. The company is doing its part to mitigate traffic congestion and transit crowding.
- o An advantage in recruiting employees. Flexible work hours are perceived by many as a valuable fringe benefit.

A survey of over 250 companies with flexible work hours revealed the following results:

Table 4

<u>Benefits</u>	<u>Percentage of Organizations Reporting This Result</u>
Improved Employee Morale, Satisfaction, Quality of Life	97%
Reduced Tardiness	84
Easier Commuting	77
Reduced Absence	73
Easier Recruiting	65
Reduced Turnover	53
Improved Productivity, Service	48
Reduced Overtime	44
Good Public Relations	43

Source: Stanley D. Nollen and Virginia H. Martin, Alternative Work Schedules, Part 1: Flextime, An American Management Associations Survey Report.

Flexible work hours may be an appropriate option if the work environment and job requirements allow varying schedules. If "flex-time" is appropriate, the scheduling should allow for maximum flexibility consistent with job requirements and work performance.

There are numerous sources detailing how to implement a flexible work hour program which should be consulted so that questions management and employees may have can be addressed. (See references)

Table 5

Definition of Schedule Types

<u>Schedule Type</u>	<u>Typical Practice</u>
Staggered Hours Unit-by-unit	Divisions within a company are assigned different hours to spread the demand on roads, elevators or cafeteria space. Employees are required to stick to a schedule once shifts have been assigned.
Company-by-company	Companies within an industrial park or office tower adopt different hours. Employees may be offered the option of keeping their present hours.
Flex-time Employee-chosen	Employees choose their own arrival times between 7:00 and 9:30, but must report punctually at the same time each day. Periodic schedule changes may be allowed. Start times as early as 6:30 are acceptable to a surprising percentage of employees.
Flexible starts	Employees choose their own arrival times and may vary them from day to day. Punctuality is redefined in terms of job performance.
Flexible hours	Employees may vary their starting times and the length of their lunch break. In some cases, they may accumulate credit hours that can be banked for Fridays off or personal holidays.
Compressed Work Week, Fridays off	Employees work 40 hours in four days with Fridays off. Or employees work nine days in two weeks.
Rotating days off	Employees work 40 hours in four days, rotating the responsibility to work Fridays and Mondays. This can also apply to a "nine-days-in-two-weeks" program.

Encouragement of Transit Use

There is a wide variety of measures which can be implemented to encourage transit use, ranging from providing convenience services to offering transit subsidies. The following table summarizes methods a company can employ to encourage transit use:

Table 6

<ul style="list-style-type: none">● PROVIDE INFORMATION AND ASSISTANCE1. Offer personal trip planning assistance2. Sell transit passes at the worksite, participate in Regional Transit's PASSpoRT program.3. Develop a transit guide to the employment site● ADOPT ALTERNATIVE WORK HOURS● OFFER A TRANSIT SUBSIDY1. Try a promotional subsidy for new employees2. Provide a permanent subsidy to all employeesNote: Employers are allowed deductions on California taxes for monthly transit pass subsidies. (See SB 321 provisions in Appendix.)● WORK WITH OPERATORS TO IMPROVE TRANSIT SERVICE1. Identify needs and problems2. Work with transit operators to match schedules with staggered work hours3. Work with transit operators to plan improved service

Regional Transit has an "on-site" transit pass purchase program called PASSpoRT. This program allows employees to purchase monthly bus passes through payroll deductions or through over-the-counter sales at the place of employment. Employers also have the option of offering a subsidy to employees through this program. Some companies, for instance, pay for half of the cost of the transit pass. Details about Regional Transit's PASSpoRT program are available at 444-7591.

Employers can further encourage transit use by providing a shuttle service from the area transit station to the worksite, or by providing a subsidy for any shuttle service which is provided to the site.

Encouragement of Carpooling and Vanpooling

Sharing a ride to work in a carpool or vanpool is likely to be the most common form of ridesharing for employees. There are many measures which can encourage employees to continue "pooling" and which can promote the idea to other employees. One of the most basic incentives is a program of strong commitment, endorsement, cooperation, and promotion by the employer. This can include letters of support from company leaders (owners, presidents, board of directors), announcements in company newsletters, and the adoption of management policies which enhance carpooling and vanpooling. Other incentives listed below have some cost implications, while others involve no cost.

- o Establish flexible work hours to accommodate carpool and vanpool schedules
- o Reduce or eliminate parking charges for carpool and vanpool vehicles
- o Charge employees for on-site parking spaces (car and vanpoolers would share the cost or would be exempt from the charge)
- o Allow employees to use company fleet vehicles for carpool or vanpool commuting
- o Offer a direct monetary subsidy to those who carpool or vanpool. Such employer reimbursement qualifies as deductions on the employer's California taxes. (See SB 321 provisions in Appendix.)
- o Implement a system of recognition and awards (with appropriate prizes, if possible) to demonstrate the company's support
- o Sponsor a company-oriented vanpool program. This service would involve determining the level of employee interest in vanpooling and arranging for the company to actually purchase or lease the vehicles and administer the operation of the program. The tax benefits of an employer sponsored vanpool is described in the Appendix.

Caltrans' Sacramento Rideshare can provide additional information on how employers can further assist in promoting ridesharing.

Encouragement of Bicycle Use

Employers can provide both facilities and services to encourage employees to bicycle to work. Besides the bike parking and the shower and locker facilities which are required, employers can go a step further and contribute to the construction of bikeways within the development and on or near streets leading to the site. Employers should work with local public agencies and with bicycle organizations for assistance on the design and location of bikeways. Incentives for bicycling to work may include the following:

- o Provide cash rebates to employees who purchase bicycles for commuting
- o Offer clinics or seminars on bicycling which cover safety, repair and route selection
- o Provide the services of an on-site bicycle coordinator (the transportation coordinator may serve in this capacity, especially if personally involved in commuting to work by bicycle)

- o Pay bicyclists an annual fee as reimbursement for repairs and bicycle maintenance
- o Support flexible work hours so that bicyclists can avoid the heaviest peak-hour traffic and commute safely in daylight during short winter days
- o Provide free access to shower and locker facilities, and free bicycle parking
- o Provide cash reimbursements equivalent to parking costs to employees who do not require parking. These reimbursements qualify as deductions on California taxes under the provisions of SB 321. (See Appendix for details.)

Caltrans' Sacramento Rideshare offers personal assistance from experienced bicycle commuters.

The Capitol Bicycle Commuters Association is a local bicycle commuter organization that people interested in bicycling can contact for bicycling information.

Commute Alternative Promotional Events

Some of the activities within a company to promote commute alternatives will be part of the trip reduction services offered by the company in conjunction with the implementation of its Transportation Management Program. These activities may include new employee orientations, distribution of employee informational packets and commute alternatives publicity campaigns. The transportation coordinator will be the person responsible for coordinating these activities. There are additional activities which can further promote the utilization of alternative commute modes. The transportation coordinator plays a major role in the implementation of these activities and can significantly affect the success of a commute alternatives program. Instead of just providing information in employee packets, a transportation fair organized by the transportation coordinator can visually demonstrate alternative commute modes. Representatives from commute alternatives organizations such as Sacramento Rideshare can be present to answer questions employees might have. Where employees may be reluctant to call a number given in an informational packet to obtain information, they may be more apt to speak with someone who is available at the worksite to answer questions. Examples of different modes of transportation may be available for viewing at the fair. Viewing the alternative modes may encourage employees to consider alternatives to their commute modes.

Probably the most important aspect of the transportation fair is the gathering of employees together in an informal setting where they can obtain information about commute alternatives and talk about these alternatives. Employees may discover they live near each other and decide to form carpools. If the fair results in employees at least thinking about alternative commute modes, then the coordinator can proceed from that point to further promote those modes.

Offering monthly prizes and/or recognition for those who use alternative commute methods may be another way to promote ridesharing and other commute alternatives within the company. The contest and the winners may be publicized in an employee newsletter. A section of the newsletter devoted to commute alternatives provides the transportation coordinator with a regular place to provide information and incentives to the employees of the company.

Financial Subsidies

While it may not be feasible for an employer to offer its employees financial subsidies in an effort to promote commute alternatives, subsidies are a good incentive for employees to utilize alternative commute modes. Offering transit passes as part of an employee's fringe benefits not only saves the employee money, but also time and effort if the pass is provided at the workplace. Regional Transit's PASSpoRT Program can provide the employer with assistance in offering transit passes at the workplace.

Offering monetary reimbursements for ridesharers, transit users, bicyclists or walkers can also encourage the utilization of these commute alternatives. If this reimbursement cannot be given on a regular basis to all employees using commute alternatives, a monthly prize can be offered to those who most consistently utilize alternative commute modes.

Shuttle Service from Transit Stations to the Workplace

Another service which is sometimes provided by an employer or property owner is a private shuttle bus (or van) to a nearby transit station. The private shuttle could carry employees from the nearest bus stop, transfer terminal or light rail transit station to the work site. Generally, sites employing relatively large numbers of people are suitable for shuttle service.

EXAMPLES OF INCENTIVE PROGRAMS

Examples of incentive programs that various companies have instituted are given below. The source of these examples is the Commute Alternatives Manual, 1983, Metropolitan Transportation Commission, Berkeley, California. Incentive programs may be developed by a company's transportation coordinator in the course of developing the commute alternatives program. It is important that there is management support for providing extra incentives to promote alternative commute modes.

1. Flexible Work Hours

At Metropolitan Life Insurance Company in San Francisco, employees can choose their own work-start times from 6:30 a.m. to 10:00 a.m., depending on the employee's department and the type of work they do. Metropolitan's incentive program has been successful. Only 12% of the company's employees have continued to travel to work during the most busy half hour of the morning commute. The commute times for employees has decreased as a result of the implementation of flex-time. In 1980, approximately 50% of the employees saved 10 minutes on their trips to and from work and 27% saved more than 15 minutes on their trips to and from work. In addition to the significant number of employees taking advantage of flex-time, more employees started to use transit after the implementation of flex-time.

2. Employer Encouragement of Transit Use

Shugart Associates of Sunnyvale offers its employees transit tickets at no cost. Lawrence Livermore Laboratory and ROLM Corporation of Sunnyvale purchased bus shelters for their sites. Although offering transit tickets at no cost is likely the greatest incentive to utilize transit, selling transit tickets at the workplace is also a good incentive.

3. Employer Encouragement of Carpooling and Vanpooling

The University of California Medical Center in San Francisco initially implemented reduced parking rates and continues to provide preferential parking spaces for carpools of three or more people. After the University discontinued the reduced parking rate program the number of carpools did not subsequently decrease.

4. Employer Encouragement of Bicycle Use

A trucking firm located in Eugene, Oregon pays its employees \$40.00 a year for maintenance of their commute bicycles. The City of Palo Alto pays its employees seven cents a mile for business trips made by bicycle.

Twenty-one percent of the 575 employees of Xerox in Palo Alto commute by bicycle. The benefits that Xerox provides its employees include racks for parking bicycles in covered sheds, flexible work schedules, and showers and lockers.

5. Employer Sponsored Commute Alternatives Promotional Events

Hewlett-Packard in Palo Alto held a lunchtime transportation fair in an attempt to encourage utilization of alternative commute modes. At the fair, there were booths set up which housed representatives from the local transit agency, the county transit district and the ridesharing office in the region (RIDES). Hewlett-Packard displayed company vans, and bicycles and mopeds were displayed courtesy of a local bicycle shop. The company's Transportation Coordinator encouraged employees to come to work on the day of the fair by way of alternative, creative modes. Participants commuted by bicycle, roller skates, a unicycle, a rickshaw, and by jogging. Fairs such as the one held by Hewlett-Packard are not only informational to employees but will hopefully result in increased employee interest and enthusiasm for commute alternatives.

6. Financial Subsidies Offered by the Employer

The Optical Coating Laboratory, Inc. in Santa Rosa provides its employees with cash incentives on a daily basis. Carpools with three or more persons receive one dollar. Fifty cents is given to bicyclists, walkers, transit users and motorcyclists. Every month a drawing is held and the winner receives double the amount of money earned for the month. The ROLM Corporation in Santa Clara holds drawings for alternative mode commuters every six months, and the winner receives the cash equivalent to stock value.

7. Employer Sponsored Shuttle Service from Transit Stations to the Workplace

Children's, Marshal Hale, and St. Mary's Hospitals in San Francisco jointly sponsor a shuttle service from the southeast area of San Francisco to the three hospitals. Various employers located in the Stanford Industrial Park in Palo Alto implemented a shuttle service from the industrial park to the Southern Pacific train station in the area.

Providing services, programs, and incentives which exceed the minimum requirements will further increase the benefits of utilizing alternative commute modes. The more employees are encouraged through various measures to use alternative commute modes, the more likely they are to respond. The role of the transportation coordinator in developing and implementing incentive programs which go beyond the minimum requirements is critical. An innovative coordinator who is enthusiastic about his/her project is essential for the development of a successful program.

PROGRAM DEVELOPMENT



SOURCE: RIDESHARING, 1982, COMMUTER COMPUTER,
LOS ANGELES, CALIFORNIA

SUMMARY OF PART V
GOING BEYOND THE MINIMUMS

- Types of Incentives

- Flexible Work Hours.
- Encouragement of Transit Use.
- Encouragement of Carpooling and Vanpooling.
- Encouragement of Bicycle Use.
- Commute Alternatives Promotional Events.
- Financial Subsidies.
- Shuttle Service from Transit Stations to the Workplace.

PART VI

PROGRAM DEVELOPMENT

STARTING YOUR PROGRAM

Developing a Company Transportation Policy and Program Budget

During the initial stages of program development, it is important for the coordinator to assess the level of company support for a commute alternatives program and to determine management goals and objectives for the program. This input from management will influence how the coordinator develops the program. For example, how much emphasis is put on one alternative over another alternative depends partially on the management goals and objectives identified at this stage of program development. When developing the company policy it is important to consider company goals and the reasons why the company is interested in developing a commute alternatives program. The policy should include a statement of support for the program, and all employees should be informed of the policy. A program supported by company policy may be taken more seriously and as a result, the coordinator's efforts may be taken more seriously. This is important because the coordinator is the key to the success of the program.

After the company policy is developed, the coordinator can more effectively develop a budget for the program. The budget can, in part, be based on what the company expectations are for the program. Since the company management is aware of the financial resources that can be allocated to the program, the coordinator should involve the management in the budget development.

EVALUATING YOUR PARTICULAR SITUATION

Establishing Objectives for the Program

In order to define the scope of the program, it is necessary to establish program objectives. The transportation coordinator, with direct input from the company management, should be responsible for developing this part of the program. Since the overall objective - to reduce the number of employees driving alone to work - is somewhat broad, it would probably be helpful to divide the overall objective into manageable components. For example, it may be helpful to establish sub-objectives for each of the alternative commute modes which employees might choose (carpooling, vanpooling, public transit, bicycling, walking, etc.). Several factors should be considered in establishing these sub-objectives:

1. What opportunities are available at the site for commute alternatives?
2. What is the existing commute environment at the project vicinity, and how might that facilitate or discourage ridesharing?
3. Are there special needs of either the employees, employers, or developer which would limit the practicality of certain commute modes?
4. Is there a willingness on the part of the employer or developer to actively promote one or more alternate commute modes? Would a financial incentive be offered to participating employees?

In order to establish these objectives, there are a number of things which could be done. Surveying employees is one of the most useful methods in determining where interests and attitudes lie and in evaluating current commute patterns. There are many different surveys which can be used - some are more in depth than others. Using a standard survey form with questions specific to the particular place of employment is probably the easiest "in house" method to secure the information necessary to develop a site specific transportation management program. In addition to the survey, the transportation coordinator, with management input, should explore other questions. Transit and bicycle routes should all be evaluated. The flexibility of work hours and the need for transportation during the workday should be reviewed. After a broad brushed review of these factors, some objectives applicable to a particular company at a particular site can be developed.

DEVELOPING YOUR PROGRAM

Developing a Program of Measures to Meet the Objectives

Once the objectives of the Transportation Management Program and its components have been identified, the next step is to develop a package of specific measures to achieve those objectives. There are generally three types of specific measures:

1. Facilities which support alternative commute modes,
2. Employee services which provide information and otherwise assist employees in making alternative commute choices, and
3. Incentives and other promotional activities intended to encourage employees to select an alternative commute mode.

These measures were covered in Part II, Part III and Part V of this handbook.

Assessing the Availability of Tax Benefits

At this stage of plan development it would be useful for the transportation coordinator to research the benefits that the employer can incur from taking advantage of tax deductions offered when an employer develops a commute alternatives program. Employees participating in a commute alternatives program can also benefit from the tax deduction offered for ridesharing. The state has recognized the importance of ridesharing in helping improve air quality, alleviating congestion and reducing the amount of energy consumption, and has enacted SB 321, the Employer's Rideshare Incentive Act. The financial incentives are in three parts:

1. Twenty percent of the cost of leasing or purchasing a van or bus for ridesharing can be credited toward California business income taxes.
2. Reimbursements given to employees for bus passes, carpooling, and vanpooling qualify for deductions as business expenses.
3. Trip reduction facility improvements made by the employer are entitled to accelerated depreciation deductions.

In addition to the incentives offered in SB 321, SB 320 allows for commuter tax deductions. Employees are allowed to deduct seven dollars per month for transit pass purchases or for the cost of participating in a vanpool, buspool, or subscription taxipool. Allowances for the commuter tax deduction can be taken under miscellaneous deductions on Schedule A of the State Individual Income Tax form. Further information on this tax advantage is appended to this handbook. A copy of the employer ridesharing credit schedule and a description of the provisions of SB 321 are also included in the Appendix.

Evaluating Options

After specific measures are selected to achieve a company's objectives, it is necessary for the coordinator to look into how each measure will be implemented. For example, if it is determined that carpooling would be a suitable commute alternative for the company, the most effective method for promoting and implementing carpooling within the company should be determined.

In addition to the suitability of different measures, it is also important to determine an estimate of the cost of implementing various measures.

Establishing Goals

When establishing program goals, it is important to set realistic goals. Goal statements should include evaluation measures, and the goals should be time-specific. When establishing program goals, the following factors should be taken into consideration:

1. The number of employees who currently drive alone to work who could potentially switch modes
2. Level of traffic congestion in area
3. Availability and cost of parking at the site
4. Gas cost
5. Rate of employee turnover
6. Level of company commitment

The coordinator should develop both a long-term goal for the commute alternatives program and a goal for the first year of the program.

Marketing the Program

After it has been determined what direction a company's program should take, it is necessary for the coordinator to determine how the program is going to be promoted or marketed. Marketing the program is an essential component of the transportation coordinator's position. Further details on marketing commute alternatives programs can be found in Part III of the handbook.

Developing a Work Program

A work program is a schedule of the commute alternatives activities and includes immediate goals of the program and the deadlines for completing selected portions of the program. The work program should be considered the working guide to implementation of the program.

IMPLEMENTING AND EVALUATING YOUR PROGRAM

Implementing the Program

One of the important qualities that the transportation coordinator should possess is an ability to effectively interact with people. Developing a commute alternatives program is not enough. Follow-up and consistent contact

with all employees, whether or not they are utilizing commute alternatives, is imperative. Employees who may have expressed an interest in ridesharing may be experiencing difficulty with coordinating schedules with other potential ridesharers. If not given assistance, it is possible that these employees will get so frustrated that they will give up trying to find ridesharing partners. If the transportation coordinator follows through with those people who express an interest in ridesharing, he/she may be able to facilitate a rideshare match.

Implementing the program involves developing those activities that the coordinator determined to be the most suitable for the company. Promoting the activities to the employees of the company and assisting the employees in their efforts to utilize alternative commute modes are the major elements in implementing the commute alternatives program.

Evaluating the Program

The coordinator should allocate time to evaluate the results of his/her efforts on an ongoing basis. Such evaluation is useful in determining where the greatest efforts should be focused. Coordination with other employers in the area to maximize commute alternative opportunities should be attempted on an ongoing basis. For example, a staggered work hours program, to more efficiently utilize transit service to the area, could be implemented.

The coordinator should keep detailed records of the various commute alternative activities being implemented within the company and use those records, and the results of the employee surveys which are conducted, in the evaluation of the program. The coordinator should report the results of the evaluation to the company management, including the following information:

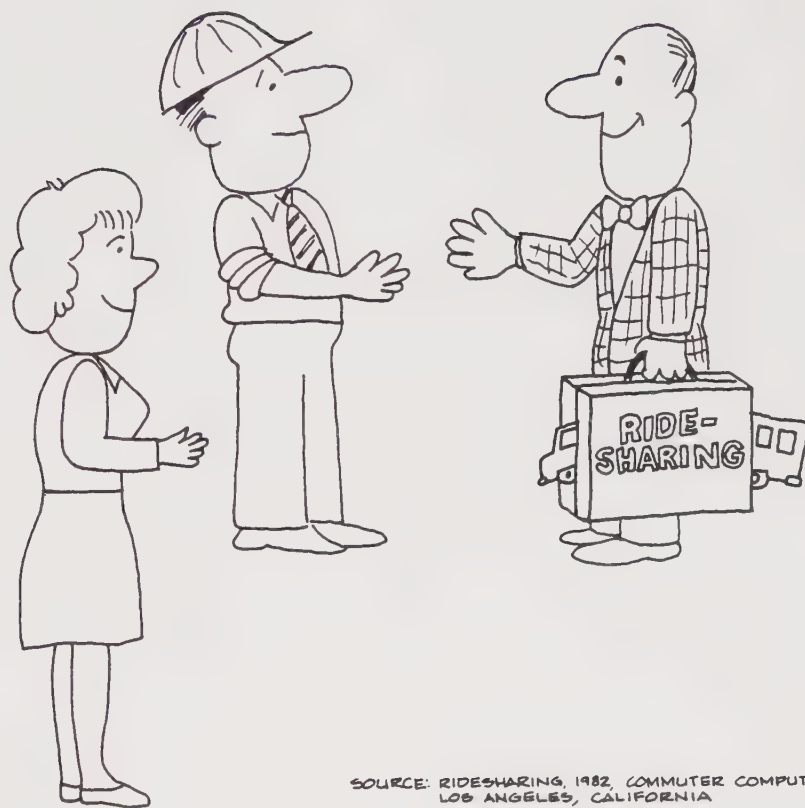
- o The number of employees who started to use an alternative commute mode after program implementation, broken down into mode categories.
- o The number of employees taking advantage of any incentives offered by the company and an estimate of how much the incentives are costing the company.
- o A cost-benefit evaluation of how the implementation of company sponsored programs, including vanpool or shuttle bus programs, compares with the initial estimate of cost.
- o A report of how the transportation coordinator's accomplishments compare with the work program established at the time of program development.

SUMMARY OF PART VI PROGRAM DEVELOPMENT

- Starting Your Program
 - Developing a Company Transportation Policy and Program Budget.
- Evaluating Your Particular Situation
 - Establishing Objectives for the Program.

- Developing Your Program
 - Developing a Program of Measures to Meet the Objectives.
 - Assessing the Availability of Tax Benefits.
 - Evaluating Options.
 - Establishing Goals.
 - Marketing the Program.
 - Developing a Work Program.
- Implementing and Evaluating Your Program
 - Implementing the Program.
 - Evaluating the Program.

SACRAMENTO RIDESHARE SERVICES



SOURCE: RIDESHARING, 1982, COMMUTER COMPUTER,
LOS ANGELES, CALIFORNIA

PART VII

SACRAMENTO RIDESHARE SERVICES

Sacramento Rideshare is a service provided by the California Department of Transportation (Caltrans). This service is a very valuable resource for developers required to provide trip reduction facilities and employers required to provide trip reduction services at the worksite.

Developer Assistance

Sacramento Rideshare has consultants available to meet with developers and assist them with the development of their trip reduction facilities plan. Specifically, for the developer in the initial stages of plan development, the Rideshare consultants can assist in plan development, including factors such as building siting, circulation patterns on the site, allocation of parking, and the accommodation of bus turnouts and bikeways.

Rideshare consultants can also review transportation plans that a developer intends to submit and make suggestions for changes in the plans that will result in a more efficient operation. For example, the consultant might suggest that the bike parking area be located closer to the building entrances and shower facilities, or that the parking allocation be changed to more effectively promote ridesharing.

Employer Assistance

Employers who are required to implement trip reduction services at their worksite may feel overwhelmed by the task for a number of reasons, one of which may be unfamiliarity with alternative commute modes and the promotion of these modes at the worksite. The services that Sacramento Rideshare can offer the employer can help tremendously. The real focus of the implementation of trip reduction services is the role of the transportation coordinator. Rideshare offers training for transportation coordinators on an individual basis. Rideshare consultants can also provide employers with the following services:

1. Assistance with the development of the trip reduction services plan, including assistance with the analysis of initial employee surveys and assistance in the development of internal policies pertaining to commute alternatives.
2. Assistance to the transportation coordinator in the establishment of the commute alternatives program.
3. On-site encouragement of alternative commute modes, including the provision of posters and promotional materials.
4. Assistance with arranging the use of company vehicles for ridesharing.
5. Work with employee groups to help organize vanpools.

6. Will act as liaison between the employer and transportation providers (buses, shuttles and vans).
7. Assistance to the employer in the development of parking policies.
8. Assistance to the employer in developing a strategy for implementing an alternative work hours program.
9. Provide computer generated commuter match lists.
10. Assistance in the evaluation of program results at the worksite.
11. Assistance to the transportation coordinator with the above activities.

Rideshare consultants can also provide relocation commute alternative assistance to those employers who are involved in moving a worksite. Offering assistance to employees who are relocating can often prevent the loss of employees who don't want to commute long distances in their automobiles.

Rideshare consultants can assist employers in the development of emergency incident programs. These programs involve policies for coordinating ridesharing in emergency situations such as fuel shortages, transit strikes, and severe air pollution episodes.

Sacramento Rideshare is a service designed to assist in the development and implementation of commute alternative programs as part of Rideshare's function as advocates of the utilization of commute alternatives. The Rideshare consultants are available to assist the developer and the employer in meeting the trip reduction requirements. The Sacramento Rideshare office is located at 1120 N Street, Room 2122, Sacramento, and the phone number is (916) 445-POOL. Samples of some of the Rideshare forms and literature can be found in the Appendix.

SUMMARY OF PART VII SACRAMENTO RIDESHARE SERVICES

- Developer Assistance

- Assistance with the development of a trip reduction facilities plan, including building siting, circulation patterns, parking allocation, and the accommodation of bus turnouts and bikeways.
- Review and comment on plans developed for submittal.

- Employer Assistance

- Assistance with the development of a trip reduction services plan.
- Provision of training for the transportation coordinator.
- Assistance to the transportation coordinator in the establishment and implementation of the commute alternatives program.

- Provision of numerous on-site services, including encouragement of alternate commute modes through providing posters and other promotional materials and assistance to the employer in developing a strategy for implementing an alternative work hours program.
- Provision of computer generated commuter match lists.
- Assistance in the evaluation of program results at the worksite.
- Relocation commute alternatives assistance when necessary.
- Emergency incident program development.

CONCLUSION

As discussed in the summary of this handbook, the intent of the handbook is to guide developers, employers, and transportation coordinators in complying with the requirements of the two County trip reduction ordinances, and achieving the ordinances' stated objectives.

The information provided in the handbook is not all inclusive, but the handbook is a starting point for those individuals or companies who will be providing trip reduction facilities or services. The references provided in the handbook, if consulted, can further assist in trip reduction efforts. Lastly, County planning staff is available to assist in the formulation and implementation of trip reduction measures and in achieving compliance with the trip reduction ordinances.

SOURCES OF FURTHER INFORMATION

Local Public Agencies

Caltrans Sacramento Rideshare

1120 N Street, Room 2122

Sacramento, CA 95814

Phone: (916) 445-POOL

Regional Transit

29th and N Streets

Sacramento, CA

Mailing Address:

P.O. Box 2110

Sacramento, CA 95810

Phone Numbers

Information including rate information and public
sales outlet locations

(916) 321-BUSS

Monthly pass purchase information including
PASSpoRT program for employers

(916) 446-2548

Administration

(916) 444-7591

Caltrans Office of Bicycle Facilities

1120 N Street, Room 4400

Sacramento, CA 95814

Phone: (916) 445-2008

Mailing Address:

P.O. Box 26474

Sacramento, CA 95826

This office publishes California Commuting Cyclist

City of Sacramento

Traffic Engineer's Office

(Bikeway map information)

Phone: (916) 449-5307

County of Sacramento Planning Department

Phone: (916) 440-5917

REFERENCES

The following publications, agencies and sources of information may be helpful in establishing, operating and evaluating a trip reduction program. Many good ideas on what can be done and how to do it can be found in these sources. Success stories from companies throughout the nation are included in some of these publications and can provide some innovative ideas on what can be done. Information from selected references was used in the preparation of this handbook.

This is one of the best sources around:

Commute Alternatives, 1983, a transportation manual prepared by the Metropolitan Transportation Commission, Hotel Claremont, Berkeley, California 94705.

Transportation Coordinator's Manual (Draft), 1983, Caltrans' Sacramento Rideshare office.

A Transportation Management Plan for Bishop Ranch Business Park, 1983, Ekistic Transportation Systems, P.O. Box 3567, Redondo Beach, California 90277.

Your Driving Costs, 1983, American Automobile Association, 8111 Gatehouse Road, Falls Church, Virginia 22047.

Ridesharing, 1982, Commuter Transportation Series, Inc. (Commuter Computer office), 3325 Wilshire Boulevard, 9th floor, Los Angeles, California 90010.

A Comparative Study of Bicycle Racks, 1981, by Thomas Pendleton & Peter Lagerwey. Available from Bicycle Program, Transportation Department, City of Ann Arbor, Michigan.

The Organization and Operation of Ridesharing Programs, 1980, Federal Highway Administration, Urban Mass Transportation Administration, Washington, D.C. 20590.

How Ridesharing Can Help Your Company, 1979, Ridesharing Office, U.S. Department of Transportation, Room 4432, 400 7th Street, S.W., Washington, D.C. 20590.

Flexible Working Hours, Seattle/King County Commuter Pool, 710 Second Avenue, Room 300, Dexter Horton Building, Seattle, Washington 98104.

Better Bicycling, a brochure from Caltrans' Sacramento Rideshare office.

Planning and Design Criteria for Bikeways in California, Caltrans, 1120 N Street, Sacramento, California 95814.

APPENDIX

AN ORDINANCE AMENDING THE ZONING CODE OF SACRAMENTO COUNTY,
SZC 83-10, ADDING REQUIREMENTS FOR TRIP REDUCTION FACILITIES
IN SPECIFIED DEVELOPMENT

The Board of Supervisors of the County of Sacramento, State of California, do
ordain as follows:

SECTION 1. FINDINGS. The Board of Supervisors does hereby find and determine
that:

1. The County of Sacramento is projected to experience a significant increase in employment and population growth over the next 20 years which will result in a projected doubling of existing peak-hour traffic volumes.
2. Ridesharing, transit and bicycle usage among employees for home-to-work trips are simple and inexpensive alternate means of reducing peak-hour, single-occupant motor vehicle trips. A reduction in such trips can be expected to result in a reduction in traffic congestion, air pollution, and energy consumption impacts related to the anticipated growth in new jobs.
3. New developments accommodate new employment growth and generate a significant level of vehicle trips, thereby contributing to traffic congestion, air pollution, and energy consumption problems.
4. The conventional response to relieving traffic congestion by expanding the capacity of the roadway system is no longer appropriate as the sole solution due to increasing construction and maintenance costs and decreasing revenues for such expenditures.
5. While new developments have traditionally provided parking facilities to accommodate vehicle trips, such developments should also be required to provide facilities to encourage and accommodate ridesharing, transit, bicycle and pedestrian commuting.

SECTION 2. Section 130-36.7 of the Zoning Code of Sacramento County is hereby added to read as follows:

130-36.7. BUILDING SIZE EQUIVALENT. The size of a building or group of buildings at a common work location measured in square feet which is equivalent to a specified level of employment based on trip generation studies conducted by the California Department of Transportation.

SECTION 3. Section 130-38.5 of the Zoning Code of Sacramento County is hereby added to read as follows:

130-38.5. CARPOOL. A group of two to six persons travelling together in a light or medium-duty passenger vehicle.

SECTION 4. Section 130-65.7 of the Zoning Code of Sacramento County is hereby added to read as follows:

130-65.7. EMPLOYEE PROJECTIONS. An estimate of the number of persons expected to be employed in a development project, employment facility, or other common work location based on either (a) the known practices and operating procedures of the occupant/employer, or (b) the building size equivalent for the type of use.

SECTION 5. Section 130-121.4 of the Zoning Code of Sacramento County is hereby added to read as follows:

130-121.4. MINIMUM EMPLOYEE THRESHOLD. The minimum number of employees at a major development project above which trip reduction measures are required.

SECTION 6. Section 130-196.5 of the Zoning Code of Sacramento County is hereby added to read as follows:

130-196.5. VANPOOL. A group of between seven and fifteen persons travelling together in a van or similar motor vehicle.

SECTION 7. Article 7 is hereby added to Chapter 30, Title III of the Zoning Code of Sacramento County, to read as follows:

TRIP REDUCTION REQUIREMENTS

330-140. APPLICABILITY. The provisions of this Article shall apply to all major development projects defined as follows:

- (a) Any commercial, industrial, institutional, or other use which is expected to employ 200 or more persons, as determined by either actual employee projections or equivalent building size, pursuant to Section 330-142, and
- (b) Any existing facility or development which increases its gross floor area by 25% or more, and, after such increase, exceeds the minimum equivalent building size described in Section 330-142.

330-141. EXEMPT PROJECTS. Notwithstanding any other provisions of this Code, the following uses and activities shall be specifically exempt from the provisions of this Article.

- (a) Development projects expected to employ fewer than 200 persons.
- (b) Temporary construction activities on any affected project, including activities performed by engineers, architects, contractors, sub-contractors, and construction workers.

330-142. EQUIVALENT BUILDING SIZE. For the purpose of this Article, the following minimum building sizes shall be considered equivalent to the 200 employee threshold described in Section 330-140.

<u>Type of Use</u>	<u>Minimum Building Size (in square feet) Equivalent to 200 Employees</u>
Office (excluding medical)	50,000
Hospital and Medical Offices	80,000
Commercial	100,000
Industrial (excluding warehouse)	100,000
Industrial - Warehouse	200,000
Mixed or Multiple Uses	(1)

- (1) The minimum building size for mixed or multiple use developments shall be calculated based on the proportion of the development devoted to each type of use.

330-143. PASSENGER LOADING AREAS. Public parking areas for major development projects shall designate a passenger loading area for embarking and disembarking passengers from ridesharing vehicles. Such passenger loading areas shall be located at the point(s) of primary pedestrian access from the

parking area to the adjacent building and shall be designed in such a manner that vehicles waiting in the loading area do not impede vehicular circulation in the parking area. The passenger loading area shall be large enough to accommodate the number of waiting vehicles equivalent to 0.5% (one-half of one percent) of the required parking for the project.

330-144. PREFERENTIAL PARKING SPACES FOR CARPOOL AND VANPOOL VEHICLES. All major development projects shall reserve and designate at least 15% of the employee parking spaces for the project for ridesharing vehicles by marking such spaces "Carpool/Vanpool Only." Such spaces shall be located near the building entrance(s) or other preferential locations. For purposes of this Section, the factors listed below shall be used to determine the number of employee parking spaces.

<u>Type of Use</u>	<u>Percent of Total Parking Devoted to Employee Parking</u>
Office (excluding medical)	70%
Hospital and Medical Office	50%
Commercial	30%
Industrial	70%

330-145. SHOWER AND LOCKER FACILITIES. All major development projects shall provide shower and locker facilities for use by employees or tenants who commute to the site by bicycle or walking. The use of such facilities shall be provided at no cost to the user, except that at any development where a fee is charged for employee parking, the use of shower and locker facilities may be assessed at a charge not to exceed one-half the charge for employee parking.

One shower and eight lockers shall be provided for each 200 employees or fraction thereof, based on the equivalent building size data in Section 330-142. The design and/or management of the shower and locker facilities shall provide for access by both male and female employees.

330-146. TRANSIT WAITING SHELTERS. Prior to the issuance of any building permit or approval of any improvement plans for any major development project, the property owner or project proponent shall confer with any public agency which provides or is authorized by law to provide transit services to the general public in the project area for the purpose of determining whether or not such plans or permits shall include provisions for a transit waiting shelter(s). The Chief Building Inspector shall not issue any building permits or approve any improvement plans for any applicable project unless (s)he has received one of the following from the transit agency:

- (a) Written certification that adequate provisions have been made for the construction and/or placement of a transit waiting shelter at the public right-of-way adjacent to the project, including the granting of any easement necessary to accommodate the shelter, or
- (b) Written notification that no transit waiting shelter is needed adjacent to the project.

This Section shall not be interpreted to require the construction or placement of a transit waiting shelter at a distance of more than 100 feet from the perimeter of the project site, nor shall it require the construction or placement of a shelter such that it is significantly different from that described in Section 301-14 of this Code.

330-147. REQUIREMENT FOR TRIP REDUCTION FACILITIES PLAN. In addition to the other provisions of this Article, the Director shall be authorized to require the applicant, developer, or property owner of a major development project to prepare a Trip Reduction Facilities Plan, pursuant to Section 330-148, in conjunction with any application for a rezone, use permit, special development permit, development plan approval, special review of parking, development agreement, or variance. Similarly, for any development project which is expected to employ 1000 or more persons, as determined by Section 330-142, the Director shall require the applicant to prepare a Trip Reduction Facilities Plan, pursuant to Section 330-148, in conjunction with any application for a rezone, use permit, special development permit, development plan approval, special review of parking, development agreement, or variance.

330-148. CONTENTS OF TRIP REDUCTION FACILITIES PLAN. A trip reduction facilities plan, as required by Section 330-147, is intended to describe the full set of facilities included in a development project which is proposed to reduce the number of employee commute trips to the site. The plan shall include an exhibit indicating the location of such facilities and a written description of each. Facilities contained in the plan shall include those described in Sections 330-143 through 330-146, above, plus any other facilities or amenities intended to encourage carpool, vanpool, transit, bicycle, or pedestrian commuting. Such additional facilities may include, but are not limited to:

- (a) Bikeway linkages to established bicycle routes, transit routes, or adjacent residential and commercial areas.
- (b) Walkways and other pedestrian linkages to nearby transit stops.
- (c) Transit stations and/or timed-transfer stops.
- (d) Community park-and-ride lots.

330-149. REVIEW OF TRIP REDUCTION FACILITIES PLAN. For any major development project which is required to prepare a Trip Reduction Facilities Plan pursuant to Section 330-147, the appropriate authority shall consider the plan during its review and consideration of the application and may require the construction of any or all facilities contained in the plan as a condition of approval of the project.

SECTION 8. Section 330-07 of the Zoning Code of Sacramento County is hereby amended to read as follows:

330-07. PARKING REDUCTIONS. A proponent of an office, commercial or industrial project may provide alternative facilities or programs which serve to reduce parking demand in return for a reduction in vehicle parking requirements. Vehicle parking requirements may be reduced in accordance with the following provisions:

- (a) SHOWER/LOCKER FACILITIES. Developments with 100 or more employees may reduce their parking requirement by providing shower and clothing locker facilities for bicycle commuting employees. Maximum reduction: 2 percent of required parking.
- (b) SECURE BICYCLE PARKING. Developments which provide additional secure bicycle parking facilities over-and-above the minimum requirement may reduce their parking requirement by one (1) vehicle space for every three (3) additional bicycle spaces provided. Maximum reduction: 2 percent of required parking.
- (c) PREFERRED CARPOOL/VANPOOL PARKING SPACES. Office or industrial developments which guarantee preferred parking spaces (e.g., covered, shaded, or near building entrance) to employees who participate regularly in a carpool or vanpool may reduce their parking requirement by one (1) vehicle space for every one (1) space which is marked and reserved for carpools/vanpools at a preferred location. Maximum reduction: 2 percent of required parking.
- (d) REQUEST FOR SPECIAL REVIEW OF PARKING. Parking reductions exceeding the maximums specified in (a) through (c) above, or modifications of improvement requirements, may be granted by the Project Planning Commission, the Policy Planning Commission, the Board of Supervisors, or the Zoning Administrator whenever such reduction or modification is considered in conjunction with a review of development plans by such Commission or Board, or is heard in conjunction with a rezoning, use permit, or variance by the appropriate authority; otherwise, such reduction or modification may be granted by the Project Planning Commission upon petition for a Special Review of parking by a project proponent. The project proponent shall submit with the request whatever evidence and documentation is necessary to demonstrate that unusual conditions warrant a parking reduction, such as the multiple use of a parking area by uses having peak parking demands which occur at different times; floor plans which indicate that the floor area devoted to customer or employee use is less than typical for the size building proposed; or that other programs will be implemented by the developer or tenant(s) which will result in a demand for parking at the site which is less than would otherwise occur, such as the provision of monetary incentives to employees who regularly utilize public transit or participate in a carpool or vanpool. The appropriate authority may require as a condition of approval of the parking reduction the recordation of agreements or covenants, prior to issuance of a building permit, which assure that appropriate programs are implemented for the duration of the parking reduction.

SECTION 9. This ordinance shall take effect and be in full force on and after thirty (30) days from the date of its passage hereof, and before the expiration of fifteen (15) days from the date of its passage, it shall be published

once with the names of the members of the Board of Supervisors voting for and against the same, said publication to be made in newspaper of general circulation published in the County of Sacramento.

On a motion by Supervisor Collin, seconded by Supervisor Sheedy, the foregoing ordinance was passed and adopted by the Board of Supervisors of the County of Sacramento, State of California, at a regular meeting thereof this 1st day of September, 1983, by the following vote, to wit:

AYES: Supervisors: Collin, Johnson, Smoley, Sheedy

NOES: Supervisors: Bryan

ABSENT: Supervisors: None


ABSTAIN: Supervisors: None



CHAIRPERSON OF THE BOARD OF SUPERVISORS
OF SACRAMENTO COUNTY, CALIFORNIA

(SEAL)

ATTEST:

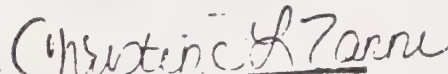

CLERK OF THE
BOARD OF SUPERVISORS

In accordance with Section 25103 of the Government Code of the State of California, a copy of this document has been delivered to the Chairman of the Board of Supervisors, County of Sacramento, on

FILED

SEP 1 1983

SEP 1 1983

By 
Deputy Clerk, Board of Supervisors

BOARD OF SUPERVISORS

BY


CLERK OF THE BOARD

OCT 13 1983

AN ORDINANCE ADDING CHAPTER 10.64 TO THE
SACRAMENTO COUNTY CODE RELATING TO TRIP
REDUCTION PROGRAM REQUIREMENTS FOR MAJOR EMPLOYERS PLANNING DEPARTMENT
County of Sacramento

The Board of Supervisors of the County of Sacramento, State of California, do ordain as follows:

SECTION 1. Chapter 10.64 is hereby added to Title 10 of the Sacramento County Code to read as follows:

CHAPTER 10.64

TRIP REDUCTION PROGRAMS

10.64.010 FINDINGS. The Board of Supervisors of the County of Sacramento hereby finds and determines that:

(a) The County of Sacramento is projected to experience a significant increase in employment and population growth over the next 20 years, which will result in a projected doubling of existing peak hour traffic volumes.

(b) Home to work employee commuting generates a significant level of vehicle trips, thereby contributing to traffic congestion, air pollution, and energy consumption problems.

(c) The conventional response to relieving traffic congestion by expanding the capacity of the roadway system is no longer appropriate as the sole solution due to increasing construction and maintenance costs and decreasing revenues for such expenditures.

(d) Ridesharing, transit, and bicycle usage among employees for home-to-work trips are simple and inexpensive

alternative means of reducing peak-hour, single-occupant motor vehicle trips. A reduction in such trips can be expected to result in a reduction in traffic congestion, air pollution, and energy consumption impacts related to employment in the County.

(e) While employers have traditionally provided parking facilities to accommodate employee vehicle trips, such employers should also be required to provide programs and incentives to encourage and accommodate ridesharing, transit, bicycle and pedestrian commuting by employees.

10.64.020 PURPOSE. The purpose of this Chapter is to establish requirements and procedures whereby major employers located in unincorporated Sacramento County will develop and implement programs designed to reduce the number of employee vehicle commute trips as part of a broad unincorporated areawide program to achieve the following objectives:

(a) Reduce peak-hour traffic circulation and congestion by reducing the number of single-occupant motor vehicle trips associated with home-to-work commuting.

(b) Reduce or delay the need for major transportation facility improvements by making more efficient use of existing facilities.

(c) Reduce future air pollution concentrations and strive towards meeting federal ambient air pollution standards by reducing the number of single-occupant motor vehicle trips associated with home-to-work commuting.

(d) Reduce the consumption of energy for transportation uses and thereby contribute to the national policy to increase energy self-sufficiency.

10.64.030 DEFINITIONS. Unless the context indicates otherwise, the following definitions shall govern the meaning of those terms used in this Chapter.

(a) Common Business Location. A single building, group of buildings, or group of work stations at a single site or contiguous sites.

(b) Commuter Matching Service. Any system, whether by computer, manual, or mapping methods, which matches commuters residing in one common area, working in another common area, and having approximately the same work starting and stopping times.

(c) Director. The Director of the Department of Planning and Community Development.

(d) Employee Transportation Coordinator. An employee, tenant, property manager, property owner, or other appropriate person who has been designated to perform various duties related to meeting the transportation needs of employees of a firm, common work location, or other geographic employment area.

(e) Person. A sole proprietor, partnership, corporation, unincorporated association, cooperative, joint venture, agency, department, district or other individual or entity, either public or private, carrying on an enterprise or conducting any other activity, whether or not for profit.

(f) Preferential Parking. A program of selecting, assigning or designating vehicle parking spaces in which priority in the selection, assignment, or designation is given to specific classes of vehicles such that vehicles in that class may be parked in locations considered by the vehicle operator to be the best or most desirable location.

(g) Regular Employee. Any employee who works for a business, firm, agency, or other person for three or more days per week and four or more hours per day.

(h) Unincorporated Urban Area. All of that portion of Sacramento County, excluding the incorporated cities of Sacramento, Folsom, Galt, and Isleton, which is designated as any of the following land uses on the most recently adopted Sacramento County General Plan: Low-Density Residential, Medium-Density Residential, Commercial and Offices, Industrial (Intensive), Industrial (Extensive), and Public and Quasi-Public.

10.64.040 PERMIT REQUIRED. Except as provided in Section 10.64.050, no person shall employ 100 or more persons at a common business location within the unincorporated urban area of Sacramento County without first applying for and obtaining a Trip Reduction Permit. Said permit must be obtained within 180 days of notification, as described in Section 10.64.080.

When a particular person has more than one common business location within the unincorporated area, each location employing 100 or more persons, that person may apply for and, subject to satisfactorily meeting the requirements of Section 10.64.140, may

be granted a single Trip Reduction Permit applicable to all business locations described in the approved permit.

10.64.050 EXCEPTIONS. Notwithstanding any other provisions of this Chapter, the following uses and activities shall be specifically exempt from the provisions of this Chapter.

(a) Persons who employ fewer than 100 persons in the unincorporated urban area of Sacramento County.

(b) Temporary construction activities, including activities performed by engineers, architects, contractors, subcontractors, and construction workers when such activities are related to the construction, development, or other improvement of real property.

(c) Emergency activities in which persons are employed to render aid or other services in the event of an emergency or natural disaster.

(d) Other temporary activities which employ persons for a period of less than 90 days.

10.64.060 AUTHORITY TO ISSUE PERMIT. The Director of the Planning and Community Development Department, hereinafter the Director, shall be authorized to issue a Trip Reduction Permit based on satisfactory compliance with the requirements of Section 10.64.140. The Director shall be authorized to establish reasonable administrative procedures to implement the provisions of this Chapter.

10.64.070 PERMIT FEE. The Board of Supervisors may, by resolution, and from time-to-time, prescribe fees for the issuance and renewal of Trip Reduction Permits. Such fees shall

be for the sole purpose of defraying costs incurred in the administration of this Chapter.

All fees for the issuance and renewal of permits shall be paid at the time of and with the filing of the application with the Director. No application shall be deemed valid or complete until all prescribed fees have been paid. Unless otherwise prescribed, fees shall not be refundable in whole or in part whether or not the permit is issued or approval granted. Nor shall any such fee be refundable in whole or in part if a permittee ceases operating under the permit in advance of expiration of the term thereof.

10.64.080 NOTIFICATION OF REQUIREMENTS. The Director shall notify, in writing, all persons required by this Chapter to obtain a Trip Reduction Permit. Such notification shall be made in a timely manner based on the compliance schedule contained in Section 10.64.150 and shall contain at least the following information:

(a) A statement that the recipient is required by this Chapter to obtain a Trip Reduction Permit.

(b) A description of the requirements which the applicant must satisfy to obtain the permit.

(c) A description of the procedures to apply for and obtain the permit.

10.64.090 APPLICATION FILING. All applications for a Trip Reduction Permit shall be filed with the Department of Planning and Community Development.

10.64.100 APPLICATION CONTENTS. The application for a Trip Reduction Permit shall be filed on a form and contain such information as prescribed by the Director.

10.64.110 INVESTIGATION. The Director shall examine the application to determine whether the applicant complies with the requirements contained in Section 10.64.140. Inspection of the business location shall be conducted as necessary to determine compliance with said requirements.

10.64.120 ISSUANCE OF PERMIT. The Director shall act upon the application not later than 30 days after the date it is validly filed, unless the applicant has filed a written request with the Director to extend the time in order that the applicant may submit additional information prior to action by the Director.

The Director shall issue the permit unless (s)he finds, in writing, that the requirements contained in Section 10.64.140 have not been met. The Director shall notify the applicant, in writing, of his/her decision to issue or not issue the permit.

10.64.130 TERM OF PERMIT. Except as provided herein, all Trip Reduction Permits shall be valid for a period of one year from the date of issuance by the Director. The Director may issue a Trip Reduction Permit which is valid for three years to any person who has continuously maintained a valid Trip Reduction Permit for a period of two years or more.

10.64.140 TRIP REDUCTION REQUIREMENTS. The granting of a Trip Reduction Permit shall be based on satisfactory compliance with the following requirements:

(a) Provide all employees, on an annual basis and all new employees upon hiring, with written information on alternative commute modes, including carpooling, vanpooling, public transit, bicycling, and walking to work. Such material shall include information on the benefits of these alternate modes and details regarding their availability to employees in commuting to the work site.

(b) Provide all employees, on an annual basis and all new employees upon hiring, with commuter matching services. This service may be provided by the employer or any agency, firm, consultant, or other person.

(c) Provide all employees with the services of an on-site employee transportation coordinator.

(d) Provide and administer a program of preferential parking for carpool and vanpool vehicles at each work location.

10.64.150 COMPLIANCE SCHEDULE. The requirements of this Chapter shall be implemented according to the following schedule:

(a) Any person who files an application with the County of Sacramento for a new General Business License on or after January 1, 1984, shall be required to comply with the provisions of this Chapter.

(b) Any person who files an application with the County of Sacramento to renew a General Business License on or after January 1, 1985, and who, upon the date of such application, employs 500 or more persons, shall be required to comply with the provisions of this Chapter.

(c) Any person who files an application with the County of Sacramento to renew a General Business License on or after January 1, 1986, and who, upon the date of such application, employs 250 or more persons, shall be required to comply with the provisions of this Chapter.

(d) Any person who files an application with the County of Sacramento to renew a General Business License on or after January 1, 1987, and who, upon the date of such application, employs 100 or more persons, shall be required to comply with the provisions of this Chapter.

(e) Any other person who employs 100 or more persons on or after January 1, 1988, shall, upon notification by the Director, be required to comply with the provisions of this Chapter.

10.64.160 APPEALS. Any person may appeal the decision of the Director regarding the issuance of a Trip Reduction Permit to the Sacramento County Board of Zoning Appeals. Such appeal must be made in writing no later than 30 days from the date of written notification by the Director of his/her decision to issue or not to issue the permit pursuant to Section 10.64.120. Procedures, hearings, and final action by the Board of Zoning Appeals shall be as provided in Title 23, the Sacramento County Zoning Code.

10.64.170 FAILURE TO OBTAIN PERMIT. Any person who, after proper notification as required herein, fails to apply for a Trip Reduction Permit, and any person who, after making application for a Trip Reduction Permit, employs 100 or more persons without obtaining a Trip Reduction Permit, as required in Section

10.64.040, shall be in violation of this Chapter. The Director shall notify any such person, in writing, that he/she is in violation of the Chapter. The Director shall also notify the County Counsel and request that appropriate legal action be initiated.

10.64.180 VIOLATIONS. Violation of any of the provisions of this Chapter constitutes a misdemeanor. Any person, firm, or corporation, whether as principal, agent, employee, or otherwise, who violates this Chapter or fails to comply with any of its requirements shall, upon conviction thereof, be fined not more than \$500 or imprisoned for not more than six months in the County jail, or both. Each day such violation continues shall be considered a separate offense.

SECTION 2. This ordinance was introduced and the title thereof read at the regular meeting of the Board of Supervisors on September 1, 1983, and on September 1, 1983, further reading was waived by unanimous vote of the Supervisors present. This ordinance shall take effect and be in full force on or after thirty (30) days from the date of its passage hereof. Before the expiration of fifteen (15) days from the date of its passage it shall be published once with the names of the members of the Board of Supervisors voting for and against the same, said publication to be made in a newspaper of general circulation, published in the County of Sacramento.

On a motion by Supervisor JOHNSON, seconded by Supervisor SHEEDY, the foregoing ordinance was passed and adopted by the Board of Supervisors of the County of

Sacramento, State of California, at a regular meeting thereof
this 6th day of October, 1983, by the following
vote, to wit:

AYES: Supervisors: JOHNSON, SMOLEY, SHEEDY

NOES: Supervisors: BRYAN

ABSENT: Supervisors: COLLIN

ABSTAIN: Supervisors: NONE

In accordance with Section 25103 of the Government
Code of the State of California, a copy of this
document has been delivered to the Chairman of the
Board of Supervisors, County of Sacramento, on

OCT 6 1983

Sylvia Flor
Deputy Clerk, Board of Supervisors

W. A. Murphy
Chairperson of the Board of Supervisors
of Sacramento County, California

(SEAL)

ATTEST: *Genevieve A. Williams*
Clerk of the
Board of Supervisors

FILED

OCT 6 1983

BOARD OF SUPERVISORS
BY *Genevieve A. Williams*
CLERK OF THE BOARD

THE ADVANTAGES OF CARPOOLING

Carpooling provides the greatest opportunity to reduce commuter trips for most employers in the County. The advantage from an employer standpoint is that carpooling is less capital intensive and can be started more quickly than transit or some other modes.

One of the more obvious and more tangible benefits to employees is the cost savings. The chart below provides examples of the potential savings.

MONTHLY COMMUTE COSTS*

<u>Daily Commute Miles</u>	<u>Driving Alone</u>	<u>Three Person Carpool</u>
30	\$ 165	\$ 55
50	231	77
70	300	100
90	366	122

Carpoolers arrive at work with less tension since they can use their time carpooling to relax, sleep, read the paper, etc., instead of driving. Carpoolers are also less apt to be late in coming to work, and there are fewer delays in leaving work. Other advantages include reduced absenteeism and tardiness, a potentially expanded labor market, and improved community image. Carpooling may also help retain employees if the firm relocates. A further advantage is in state income tax benefits. Chart No. 1 on page A-20 provides some carpooling tips.

*Cost of owning and operating a subcompact car in 1982, cost of gasoline at \$1.40/gallon. From California Automobile Association.

HERE ARE SOME SENSIBLE TIPS FOR CARPOOLERS

1. Make it an ironclad rule that your pool serves but one purpose: commuting to and from work. You're in big trouble if it becomes a shopping or an errand service.
2. See if you can arrange to have only one driver - permanently. He or she will not only feel a definite responsibility to be the driver, but chances for misunderstandings will be greatly reduced.
3. On the other hand, if driving chores simply must be shared, reduce confusion and detailed scheduling by rotating drivers monthly or weekly, rather than daily.
4. Have a definite agreement in advance on reimbursement for driving expenses. (Example: Multiply roundtrip mileage by 12 cents per mile, add daily parking costs, divide by total number of carpoolers to determine share of each.)
5. Agree on regular payment basis. This is most important.
6. It is extremely important that a chain of communications be established among carpool members so that rapid adjustments can be made with minimum delay and inconvenience. The chain of communication should parallel the morning pick-up sequence: driver, passenger #1, passenger #2, passenger #3.

7. Maintain a regular route and a regular schedule. Try to stick to it.
8. Resolve to be extra careful about maintaining harmony among passengers. For example:
 - a. Don't honk for your passengers. It frays neighbors' nerves, often starts dogs barking for blocks around.
 - b. Since most passengers will be watching for your car from inside their homes, it is most important that the driver is prompt.
 - c. Have a prior understanding among all passengers on just how long the driver should wait for a passenger (should be no more than two minutes at the most).
9. Discuss carpool plans with your insurance agent (in most cases present liability coverage is adequate - but you must be sure!) See to it that all your riders are informed about insurance coverage.

10. Thus, if, for example, the driver is ill or the car won't start, the driver calls passenger #1 and asks him or her to drive. Also, if a passenger must change plans, he or she should notify the person who is picked up immediately before him or her.
11. Discuss any problems that might arise when your carpool arrangements are first made. Try to anticipate problems so they can be resolved beforehand. Reach firm agreements on all points, and renew them regularly to avoid misunderstandings. It's the little things that mean a lot. So don't overlook such small points as smoking, radio station choice and volume, earlier starting time on increment days, etc. It wouldn't hurt to provide each passenger with a concise list of carpool rules.
12. Establish a pickup and delivery route that is convenient to the driver's home.
13. Try to establish a common meeting place and time for the trip home.
14. Carpooling isn't difficult. It can be most pleasant and enjoyable - as long as members set out seriously to make it work.

The following table illustrates potential tax savings an employer could receive through the new California Employer's Ridesharing Incentive Act, along with other tax benefits. These tax savings could be passed on to riders in the form of lower fares at little or no cost to employers. The example shows the results for an employer who either purchases or leases a 1982 twelve-passenger van. The average occupancy of the van is eleven passengers, and the daily round trip is 72 miles, for 21 days per month.

PRO-FORMA CALCULATION OF TAX BENEFITS

Employer Sponsored Vanpool

YEARS COSTS BEFORE TAX CREDITS

	PURCHASE	LEASE
Purchase Price / Total Lease Cost	\$ 14,000	\$ 18,700
Interest / Lease Fee ¹	5,000	Included
6% Sales Tax / 6% Users Tax	Included	Included
License	800	800
Administration	4,000	4,000
Insurance	3,800	3,800
Gas	13,200	13,200
Maintenance	3,500	3,500
Total Cash Expended	\$ 44,300	\$ 44,000
Less Resale Value ²	3,200	N/A
Total Costs	<u>\$ 41,100</u>	<u>\$ 44,000</u>

TAX CREDITS

SB 321 Employer's Rideshare Incentive Act (20% of purchase or lease)	\$ 2,800	\$ 3,700
Federal Energy Tax Act of 1978 (10% of purchase or lease)	1,400	1,900
Total Tax Credits	<u>\$ 4,200</u>	<u>\$ 5,600</u>

OTHER TAXES

Income - fares collected	\$ 36,900	\$ 38,400
Less: Operating costs	30,300	44,000
Depreciation	10,800	-0-
	<u>\$ 41,100</u>	<u>\$ 44,000</u>
Net income (loss)	\$ (4,200)	\$ (5,600)
Income tax due	-0-	-0-
Cost Less Tax Credits Plus Applicable Taxes Due	\$ 36,900	\$ 38,400
Total Fares Collected Over Four Years	36,900	\$ 38,400
Net Cost To Employer	<u>\$ -0-</u>	<u>\$ -0-</u>
Passengers Monthly Fare (assuming 11 riders)	\$ 70	\$ 73
Fare Per Passenger Mile (total fare ÷ miles driver)	4.6¢	4.8¢

1. Both interest and lease fee are calculated at an 18% annual percentage rate with 100% financing.
2. Resale value is expected blue book price in four (4) years. Lease cost includes resale value.

THIS TABLE DOES NOT REPRESENT EITHER FINANCIAL OR LEGAL ADVICE. THESE FIGURES ARE PRESENTED ONLY AS AN EXAMPLE OF POSSIBLE SAVINGS THAT MAY BE ACHIEVED UNDER EXISTING LAWS AND REGULATIONS. ANY QUESTIONS SHOULD BE REFERRED TO YOUR COMPANY'S FINANCIAL OR LEGAL ADVISOR.

Source: Commute Alternatives, Metropolitan Transportation Commission, Berkeley, California, January 1983.

EMPLOYER RIDESHARING CREDIT

19__

(Attach this schedule to your tax return)

Or for Fiscal Year Begun _____, 19__ and Ended _____, 19__

Indicate origin of credit:

☐ INDIVIDUAL ☐ CORPORATION ☐ PARTNERSHIP ☐ Other (describe) _____

Social Security No.: _____ Corporation No.: _____ Federal Employers ID No.: _____

NAME (ORGANIZATION ORIGINATING THIS CREDIT)

ADDRESS (IF DIFFERENT THAN ON THE RETURN)

CITY OR TOWN, STATE, AND ZIP CODE

GENERAL INFORMATION

Employers are eligible for a 20 percent tax credit for costs incurred for vehicles acquired after September 25, 1981, and on or before December 31, 1986, for the purchase, lease or charter of shuttle busses, commuter busses or vans, or company motor pool vehicles used solely for an employer-sponsored ridesharing incentive program, for employees, conducted principally in this state. The credit does not apply to the costs of insurance, maintenance, fuel, driver's salary, or other operating expenses; or to the cost of purchasing, leasing or chartering of vehicles which would otherwise be required as part of the employer's business activities in the absence of an employer-sponsored ridesharing incentive program; or for the purchase, lease or charter of a commercial vehicle used for the transportation of individuals for hire, compensation or profit; or for the transportation of property. The cost basis for depreciation of vehicles purchased for this program must be reduced by the amount of the credit. The credit is nonrefundable, but any unused credit may be carried forward to succeeding years.

In addition to the credit, costs listed on page 2 of this form are deductible as business expenses for income years beginning on or after January 1, 1981, and ending on or before December 31, 1986.

COMPLETE SCHEDULE I ON BACK AND SHOW TOTALS BELOW.

1. Cost for PURCHASE of employee ridesharing vehicles (page 2, Schedule I, Column (A)) \$ _____
2. Cost for LEASING or CHARTERING employee ridesharing vehicles (page 2, Schedule I, Col. (B)). \$ _____
3. Total of lines 1 and 2 \$ _____
4. Allowable credit (20% of line 3) \$ _____
5. Unused carryover credit from prior year (give details) \$ _____
6. Total available credit (line 4 plus line 5) \$ _____
7. Less amount claimed on current tax year return; (enter credit from the appropriate line on
Forms 100; 109; 540/540NR; or 541). \$ _____
8. Carryover to future years: \$ _____

See page 3 for "ALLOWABLE DEDUCTIONS" and "DEFINITIONS"

SCHEDULE I

Costs Eligible for Credit
(See Definitions)

Number of Vehicles

Costs

			(A)	(B)
	<u>Purchased</u>	<u>Leased or Chartered</u>	<u>Purchased</u>	<u>Leased or Chartered</u>
Company Shuttle Buses	_____	_____	_____	_____
Company Commuter Buses or Vans	_____	_____	_____	_____
Company Motor Pool Vehicles	_____	_____	_____	_____
Totals	=====	=====	=====	=====

NOTE: AT SOME TIME IN THE FUTURE, EMPLOYERS AND EMPLOYEES INVOLVED IN THE PROGRAMS MAY BE SURVEYED TO DETERMINE ENERGY SAVINGS.

SCHEDULE II

Allowable Business Deductions
(See Definitions)

Costs

Subsidizing employees commuting in third-party van pools	_____
Subsidizing employees commuting in private commuter busses	_____
Subsidizing monthly transit passes for employees	_____
Subsidizing monthly transit passes for employees' dependents	_____
Subsidizing employees commuting in subscription taxi pools	_____
Offering cash equivalent to employees not requiring employee parking	_____
Providing free or preferential parking to carpools and van pools	_____
Depreciation on facility improvements directly related to employees commuting to work:	
Construction of bus shelters	_____
Bicycle related installations — parking racks	_____
locker rooms	_____
showers	_____
Parking lot modifications for carpools, van pools and bus pools	_____
Other (specify)	_____
.	_____
.	_____
Depreciation on ridesharing vehicles	_____
Totals	=====

Allowable Deductions — Enter and identify under "other deductions" on the appropriate line on Schedule C-E-F (540), or on Forms 100; 109; or 541.

ALLOWABLE DEDUCTIONS

In addition to the credit, employers are also allowed deductions for expenses incurred in each of the following activities:

- (1) Subsidizing employees commuting in third-party vanpools.
- (2) Subsidizing employees commuting in private commuter busses.
- (3) Subsidizing monthly transit passes for employees or for use by the employee's dependents, except that no deduction is allowed for transit passes issued for the use of elementary and secondary school students.
- (4) Subsidizing employees commuting in subscription taxipools.
- (5) Offering a cash equivalent to employees who do not require parking, but only if free parking is provided for employees.
- (6) Providing free or preferential parking to carpools and vanpools.
- (7) Making facility improvements to encourage employees, commuting from their homes, to participate in ridesharing arrangements, to use bicycles, or to walk. These facility improvements may include, but are not limited to, any of the following: the construction of bus shelters; the installation of bicycle racks and other bicycle-related facilities, such as showers and locker rooms; and parking lot modifications to provide carpools, vanpools, or buspools with preferential treatment. The cost of these facility improvements may be depreciated over a 36-month period.
- (8) Providing company commuter van or bus service to employees and to others for commuting from their homes, but not for transportation required as a part of business activities, except as stated below. The capital costs of providing this service are not deductible.
- (9) Expenses, other than the cost of capital assets, of providing transportation services to employees required for the employer's business, which would otherwise be provided by the employees without reimbursement.

NOTE: Employee benefits (except salary and wages) specified in items (1) through (4) above are not includible in the employees gross income.

DEFINITIONS

Employer-sponsored ridesharing incentive program – A program undertaken by an employer either alone or in cooperation with other employers to encourage and/or provide fiscal or other incentives to employees to make the home-to-work commute trip by other than the single-occupant motor vehicle.

Employer – A taxpayer who is –

- An individual, fiduciary, partnership or corporation for whom services are performed by employees.
- A private educational institution which enrolls students at higher than the secondary level.

Employee –

- An individual who performs service for an employer for more than eight hours per week for pay.
- A commuting student who is a registered full-time student at a college, university or other postsecondary educational institution, who lives off the campus, and who travels between his or her residence and the campus on a regular, though not necessarily daily, basis.

Company shuttle bus – A highway vehicle, acquired after September 25, 1981, that –

- Has a seating capacity of at least eight adults, not including the driver.
- At least 80 percent of the mileage can reasonably be expected to be for any of the following purposes:
 1. Transporting employees on a scheduled-route basis.
 2. Interfacing with public transportation facilities.
 3. Transporting employees on a demand-response basis.

Company commuter bus or van – A highway vehicle acquired after September 25, 1981, that –

- Has a seating capacity of at least eight adults, not including the driver.
- At least 50 percent of the mileage can reasonably be expected to be used for the purpose of transporting employees.

Company motor pool vehicle – A highway vehicle acquired after September 25, 1981, that –

- Is an automobile with a gross vehicle weight of 6,000 pounds or less.
- Meets or exceeds certain fuel efficiency standards pursuant to the provisions of Title II of Public Law 95-618.
- Is made available to all employees on a nondiscriminatory basis in the normal course of the taxpayer's business.

Third-party vanpool – A vanpool that is administered and operated by an outside organization, including a government agency, which makes vehicles and other equipment and services available for use by employers and their employees.

Vanpool – Eight or more persons commuting on a daily basis to and from work by means of a vehicle with a seating arrangement designed to carry 8 to 15 adult passengers.

Monthly transit pass – Any bulk purchase of transit rides that entitles the purchaser to 40 or more rides per month, whether at a discount rate or the base fare rate.

Transit – Transportation service for use by the general public that utilizes buses, railcars, or ferries with a seating capacity of 16 or more persons.

Subscription taxipool – A type of service in which employers or groups of employees contract with a public or private taxi operator to provide daily commuter service for a group of preassembled subscribers on a pre-paid or daily-fare basis, following a relatively fixed route and schedule tailored to meet the needs of the subscribers.

Ridesharing arrangement – Transportation of individuals in a motor vehicle where the transportation is incidental to another purpose of the driver (i.e., normally the driver would have made the trip without the rider(s)).

Carpool – Two or more individuals commuting on a daily basis to and from work by means of a vehicle designed to carry less than eight adult passengers.

Buspool – Sixteen or more individuals commuting on a daily basis to and from work by means of a vehicle designed to carry more than 15 adult passengers.

EMPLOYER TAX CREDITS & DEDUCTIONS

California Senate Bill 321 signed into law in 1982 provides that organizations will receive substantial tax benefits for encouraging employees to carpool, vanpool or ride the bus. The new law creates financial incentives for employees to rideshare at little or no cost to the employer.

There are three categories of tax incentives now effective in California:

EMPLOYER TAX INCENTIVES

A. 20% of the cost of leasing or purchasing a van or bus for ridesharing can be credited toward California business income taxes.

B. Ridesharing reimbursements given to employees for bus passes, carpooling and vanpooling qualify for deductions as ordinary and necessary business expenses.

C. Employers making facility improvements specifically for the purpose of encouraging employees to ride the bus, walk, bicycle or rideshare are entitled to accelerated depreciation deductions.

In addition to tax credits and depreciation incentives, the employer gains other benefits by promoting ridesharing:

- ☐ Reduced need for parking space.
- ☐ Less absenteeism.
- ☐ Improved ability to recruit employees.
- ☐ Addition of a significant fringe benefit.
- ☐ Enhanced recognition for corporate environmental concern.

ADDITIONAL INCENTIVES

- Tax credits not used in the year they are earned may be carried over to the next taxable year.
- Businesses who join forces to create ridesharing programs are eligible for tax benefits.
- These new California tax incentives are in addition to the benefit employers receive from the Federal Energy Tax Act of 1978 which allows credit for 10% of a vanpool vehicle purchase or lease cost on federal income taxes.
- SB 321 became effective for income years beginning on January 1, 1981. The provisions of the bill will remain in effect until January 1, 1987, unless amended by law. This termination date does not affect the carry-over of unused credits.

SB 321 – Employer Tax Incentives

A. TAX CREDIT FOR VEHICLE COSTS

Employers may claim as credit toward their California state income taxes 20% of the non-operating costs of commuter buses or vans, shuttle buses or motorpool vehicles which are part of a ridesharing program. These vehicles must meet the following requirements:

- ☐ be acquired after September 25, 1981.
- ☐ be made available on a non-discriminating basis.
- ☐ would not otherwise be necessary for business activities.
- ☐ 50% of the vehicle's use (80% for shuttle buses) must be for the transport of employees to and from work.

Non-operating costs are purchase or lease costs excluding maintenance, fuel, driver's salary and other operating expenses.

B. RIDESHARING REIMBURSEMENT DEDUCTIONS

Employers do not have to operate rideshare vehicles in order to take advantage of the ridesharing incentives in SB 321.

The following subsidies or reimbursements are allowable as deductions on California taxes as ordinary and necessary business deductions:

- ☐ subsidies to employees for vanpooling.
- ☐ reimbursements for monthly transit passes or subscriptions to taxipools.
- ☐ cash equivalents for parking costs given to employees who do not require parking.
- ☐ Also, your employees do not pay State income taxes on any of these subsidies, reimbursements, or cash equivalents.

C. FACILITY IMPROVEMENT DEPRECIATION

Costs for constructing or installing facilities that promote ridesharing may be depreciated by employers over a 36 month period.

This represents a substantial advantage when compared to the 10 to 15 years normally used for depreciating building improvements or the three to five years for equipment.

Facilities may include, but are not limited to:

- ☐ preferential parking for vanpools or carpools.
- ☐ showers, locker rooms, and bicycle racks for bicyclists.
- ☐ bus shelters.

COMMUTER TAX DEDUCTION

CALIFORNIA SENATE BILL 320, SIGNED INTO LAW IN 1982, ALLOWS A SEVEN DOLLAR (\$7) MONTHLY TAX DEDUCTION FOR:

1. TRANSIT PASS PURCHASES.
2. COST OF PARTICIPATING IN A PRIVATE, THIRD-PARTY, OR EMPLOYER-SPONSORED VANPOOL, BUSPOOL OR SUBSCRIPTION TAXIPOOL.

DEDUCTIONS ARE ALLOWED FOR TAXABLE YEARS 1982 THROUGH 1987, (SEE STATE OF CALIFORNIA INDIVIDUAL INCOME TAX, SCHEDULE A, MISCELLANEOUS DEDUCTIONS.)

REVENUE AND TAXATION CODE SEC. 2.17204 (E)

(i) The cost of monthly transit passes purchased for use by the taxpayer, or for use principally in this state by dependents listed on the return, except that no deduction shall be allowed for transit passes issued for the use of or used by elementary and secondary school students traveling to and from school. In the case of a husband and wife filing a joint return, the deduction provided by this clause shall be allowed to each spouse if a monthly transit pass is purchased by each spouse. The deduction shall be for the cost of each pass purchased, but shall not exceed seven dollars (\$7) per month for each pass for any taxable year. For purposes of this clause, "monthly transit passes" means any single purchase of transit rides that entitles the purchaser to 40 or more rides per month (whether at a discount or at the base fare rate) within this state where evidence of purchase is furnished to the purchaser. For purposes of this clause, "transit" means transportation service for use by the general public that utilizes buses, railcars, or ferries with a seating capacity of 16 or more persons.

(ii) The cost of participation principally in this state, by the taxpayer or any dependent listed on the return, in a private, third-party or employer-sponsored vanpool, buspool, or subscription taxipool. The deduction shall be allowed for the cost of participation to each vanpool, buspool, or subscription taxipool participant, but shall not exceed seven dollars (\$7) per month for each person for any taxable year. For purposes of this clause, "vanpool" means eight or more persons commuting on a daily basis to and from work by means of a vehicle with a seating arrangement designed to carry eight to 15 passengers; "buspool" means 16 or more persons commuting on a daily basis to and from work by means of a vehicle with a seating arrangement designed to carry more than 15 passengers; "subscription taxipool" means a type of service in which employers or groups of employees contract with a public or private taxi operator to provide daily commuter service for a group of preassembled subscribers on a prepaid or daily fare basis, following a relatively fixed route tailored to meet the needs of the subscribers; and "third-party vanpool" means a vanpool that is not administered and operated by an employer or his or her employees, but is administered and operated by an outside organization, including a government agency, which makes vehicles and other equipment and services available for use by employers and their employees.

Provisions of New Ridesharing Laws

AB 548 (1982) Effective 1-1-83

- Exempts nonprofit corporations engaged in ridesharing from paying filing fees to the Secretary of State.
- Exempts ridesharing vehicles of nonprofit mutual benefit corporations from paying local taxes and license fees.
- Money paid by an employer for employee commuting cost is not counted as part of the employee's taxable income.

AB 550 (1982) Effective 1-1-83

- Class 2 driving license no longer required for 15-passenger vans.
- Medical certificate required for **all** vanpool drivers.
- Sworn statement required. No drunk driving, reckless driving, or hit-and-run convictions in last 5 years. Statement must be in possession while operating the van.
- Ridesharing defined as 2 or more persons traveling together.
- Vanpool vehicles are those that carry 11-15 adults, including the driver on home to work related trips.
- Vanpool vehicles are not busses or commercial vehicles.
- Vanpool Vehicles are exempt from commercial weight fees.
- Vanpool vehicles must be safety checked every 6,000 miles or 6 months, whichever comes first.
- Vanpool vehicle maintenance records must be kept in the van.
- Vanpool vehicles must carry *adequate fire extinguisher.
- Vanpool vehicles must carry *adequate first aid kit.
- Vanpool sign or placard required. Discernable from 50 feet.

SB 321 (1981) Effective 1-1-81

- Provides 20% investment tax credit to employers for purchase, leasing, or contracting of shuttle busses, commuter busses, van, or company motor pool vehicles which are provided as part of an employer sponsored ridesharing incentive program, and conducted principally in California.
- Provides employers with business expense deduction for subsidizing certain ridesharing activities of their employees. (Facility improvements to encourage bicycling or walking for example)
- Provides business expense deduction for subsidizing:
 - Employees commuting in third-party vanpools.
 - Employees commuting in private commuter busses.
 - Employees commuting in subscription taxipools.
 - Employee monthly transit passes.
 - Employee free parking.
 - Preferential parking for carpools and vanpools.
- Provides for carryover of unused credit to succeeding tax years. ("Net tax" carryover)
- Defines: Employer, employee, commuting student, employer-sponsored ridesharing incentive program, company shuttle bus, company commuter bus or van, company motor pool vehicle net tax, third-party vanpool, vanpool monthly transit pass, transit, subscription taxipool, ridesharing arrangement, carpool, and buspool.
- If the federal (10%) investment tax credit is increased, the state credit will be reduced by an equal amount, so the combined investment tax credit will not exceed 30%.
- This investment tax credit does not apply to vehicles which would otherwise be required as part of the employer's business in the absence of the employer's ridesharing incentive program.

*Defined in the law.

Sacramento Commuter Survey and Ridesharing Application

Complete and return this form as soon as possible

CALTRANS via mail

Try **RIDESHARING**, even for a short time.

FOR OFFICE USE ONLY

SEQUENTIAL ID NO.

1 HOME INFORMATION

10 (FIRST NAME)

20 (LAST NAME)

NAME

34

Mailing ADDRESS

57

MAJOR Intersection
NEAR HOME

80

CITY

CA

95

ZIP

2 WORK INFORMATION

HOW DO YOU
USUALLY GO
TO WORK?

100

D

DRIVE ALONE

100

C

CARPPOOL WITH _____ PERSONS

100

T

PUBLIC TRANSIT

CHECK ONE ONLY

B

BIKE

V

VANPOOL WITH _____ PERSONS

P

BUSPOOL

W

WALK

O

OTHER _____

____ MILES, ONE WAY HOME TO WORK

101

Major Intersection
NEAR WORK

124

ROOM NUMBER

129

EMPLOYER NAME

142

OFFICE PHONE

(AREA CODE _____)

(EXT.)

149

HOME PHONE
(OPTIONAL)

OFF.
HOME

160

FLEX TIME

PLEASE CHECK IF YOU CAN ADJUST YOUR WORK HOURS FOR
COMMUTE PURPOSES

161

START TIME

(HOUR)

(MINUTE)

165

AM

PM

END TIME

166

(HOUR)

(MINUTE)

170

AM

PM

137 EMPL. ID

01000

154

HOME

GRID

FOR OFFICE USE ONLY

171

WORK

GRID

3 RIDESHARING INFORMATION APPLICATION

FREE INFO AVAILABLE ON OPTIONS YOU CHECK:

EMERGENCY
CARPOOL MATCH LIST

177

CHECK THIS BOX IF YOU ARE INTERESTED IN CARPOOLING
IN EMERGENCY SITUATIONS ONLY

CARPPOOL
MATCH LISTS

178

IN A CARPOOL WOULD
YOU PREFER TO:

179

SHARE
DRIVING

179

RIDE
ONLY

179

DRIVE
ONLY

VANPOOL
MATCH LIST AND INFO

184

IN A VANPOOL COULD
YOU FURNISH A VAN?

185

ALREADY
OWN ONE

186

WOULD CONSIDER
BUY/LEASE ONE

BUSPOOL
REFERRAL AND INFO

185

NOTE: WE CANNOT PROVIDE INFO YOU WANT UNLESS YOU
FILL IN ALL ITEMS IN SECTIONS 1 AND 2, ABOVE.

PUBLIC TRANSIT
TRIP SCHEDULE

186

BICYCLE COMMUTING
MATCH LIST AND INFO

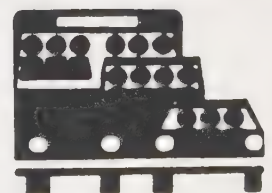
187

TAXIPOOL

187

COMMENTS:

SACRAMENTO
RIDESHARE



(916)445-POOL

DO YOU HAVE ANY QUESTIONS ABOUT CAR, VAN, OR
BUSPOOLS, PREFERENTIAL PARKING, FLEX HOURS OR
PARK AND RIDE? CALL SACRAMENTO RIDESHARE AT
(916) 445-POOL



**RIDESHARE and save
\$500 per year (or more)!**

WHO CAN'T USE \$500 to \$1200 per year?

Maybe there are a few. Anyway if you want to save what you can, all you have to do is carpool, vanpool, ride the bus, or bicycle to and from work. If you want to know who are your potential carpool neighbors, how to join or organize a vanpool, what bus route and schedule to use, which bike route is best or who to ask about equipment, safety, timing or bicycle parking, just complete and mail the form on the back. It's easy; there is no obligation, and best of all, it doesn't cost anything! We will even send you tips on how to use any or all the information you request.

Fill out form on reverse, fold, tape or staple and drop in mail



BUSINESS REPLY MAIL

FIRST CLASS

PERMIT NO. 590

SACRAMENTO, CA 95814

POSTAGE WILL BE PAID BY ADDRESSEE

Sacramento Rideshare
P.O. Box 1499, Room 2122
Sacramento, CA 95807

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

PUBLIC NOTICE

\$500*

REWARD

*For those who elect to Rideshare,
annual commute cost savings of up to \$500
may be attained.*

*If you currently commute alone, and wish
your \$500 reward, call*

*Sacramento Rideshare
at*

445-PPOOL

**Estimated Annual Savings For a Three Person Carpool*

Sacramento Rideshare

(916) 445-POOL

DEAR EMPLOYER:

You have a unique opportunity to play an important role in your company's growth and at the same time increase employee satisfaction. For further information, please fill in the information requested below:

Name _____ Title _____

Company Name _____

Company Address _____

_____, CA _____ Phone Number _____

I am responsible for _____

I am interested in more free information about:

- ☐ Everything listed below!!
- ☐ Buses
 - ☐ Bus Schedules and Fares. Existing and Proposed Routes
 - ☐ Starting a Company-sponsored Buspool Program
 - ☐ Incentives for Bus Commuting
- ☐ Vans
 - ☐ Employer-sponsored Vanpools
 - ☐ Leasing Options
 - ☐ Purchase Options
 - ☐ Incentives for Vanpooling
 - ☐ Employee Leased Vanpools
 - ☐ Employee Owned Vanpools
- ☐ Tax Incentives Available for Company-sponsored Ridesharing Programs
- ☐ Carpool-matching Services
- ☐ Parking Management
 - ☐ Strategies to Reduce Need for New and/or Existing Spaces
 - ☐ Parking Pricing
- ☐ Work Hour Management Information
 - ☐ Flextime
 - ☐ Staggered Work Hours
 - ☐ Others
- ☐ Providing Bicycle Facilities
 - ☐ Lockers
 - ☐ Bike Racks
 - ☐ Shower and Foot Locker Facilities

Information please

In these days of constantly rising prices, virtually everyone would like a salary increase. Your company can provide this increase to your employees without taking a cent out of the company pocket. In fact, even your company can save money! Like to know more?

Sacramento Rideshare of the California Department of Transportation can provide free consulting or information on a variety of different ridesharing strategies that benefit both your company *AND* your employees.

Tax incentives are now available that make company-sponsored ridesharing programs attractive and financially feasible.

Many local planning agencies are, or will be, placing restrictions on future growth unless transportation measures to reduce traffic congestion are included in the development plans. We can help you select, develop and implement from a wide variety of strategies.

Parking management measures alone can make a dramatic difference. With building costs rising so dramatically, companies can save thousands of dollars by implementing parking strategies and free that land to use for other company uses instead of parking spaces. A single vanpool will eliminate 8 to 10 vehicles now parked on your land to use for other company uses instead of parking spaces.

FILL OUT THE FREE INFORMATION REQUEST ON THE BACK AND MAIL IT TO US.

Fill out form on reverse, fold, tape or staple and drop in mail



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

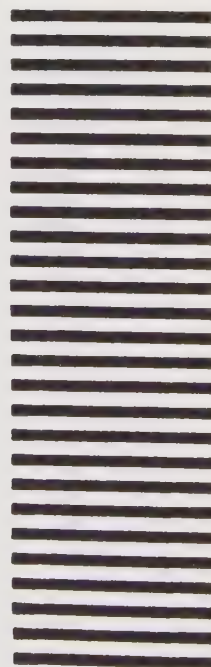
FIRST CLASS

PERMIT NO. 590

SACRAMENTO, CA 95814

POSTAGE WILL BE PAID BY ADDRESSEE

Sacramento Rideshare
P.O. Box 1499, Room 2122
Sacramento, CA 95807





FACT SHEET

SACRAMENTO RIDESHARE began as the "Sacramento Ridesharing Project" in 1974 as a result of the 1973-74 energy crisis. While energy conservation continues to be an important objective of the program, our objectives also include decreasing highway traffic congestion and thereby make our roads safer, making the most efficient use of our highway system, and reducing air pollution in the Sacramento area.

RIDESHARING - A DEFINITION

Ridesharing is sharing the ride to and from work. It includes carpooling, vanpooling, buspooling, riding transit, taxipooling, and bicycle commuting. To encourage ridesharing, there are a variety of supporting services and facilities including Park and Ride lots, preferential freeway access lanes for ridesharers, and special roadway lanes for ridesharers.

SERVICES PROVIDED BY SACRAMENTO RIDESHARE

■ TO INDIVIDUALS

- ★ Carpool and vanpool matchlist information
- ★ Emergency carpool matchlists
- ★ Transit route information
- ★ Vanpool owner/operator assistance program
- ★ Buspool information
- ★ Taxipool information
- ★ Park and ride lot information
- ★ Bicycle commuting information
- ★ Leased vanpool program information

■ TO EMPLOYERS

- ★ Technical assistance and support to establish a company sponsored ridesharing program including providing promotional materials, printing services, and display materials
- ★ Assistance to establish company sponsored vanpool programs
- ★ Technical assistance to implement a work hour management system
- ★ Technical assistance to implement a parking management system which encourages ridesharing and can reduce the amount of employee parking spaces required

■ TO DEVELOPERS

- ★ Technical assistance about transportation management systems (including ridesharing and its supporting strategies) which can reduce the number of commuter vehicles arriving and leaving the development daily without reducing business activity in the development.

BENEFITS OF RIDESHARING

■ TO INDIVIDUALS

- ★ Ridesharers save money by:
 - making their cars last longer
 - decreasing car maintenance costs
 - lowering their car insurance premiums
 - deferring purchase of another car
 - reducing parking costs
 - reducing their gasoline usage
 - write-off on state income taxes
- ★ Save commuting time by use of ridesharing lanes on roadways and special freeway access ramps
- ★ Your family car can be used by other family members while you're at work
- ★ May eliminate the need for a second car
- ★ Arrive at work on time, more relaxed and without the stress of fighting the commuter traffic problems
- ★ Take advantage of special "carpool/vanpool preferential parking" where available
- ★ Less traffic congestion
- ★ Less air pollution

■ TO EMPLOYERS

- ★ Reduction in the amount of employee parking spaces
- ★ Employee morale and on-time arrival at work is improved
- ★ Employee productivity is increased because employees arrive at work more rested and less stressful by avoiding commute traffic hassles
- ★ Substantial tax credits, tax deductions, and accelerated depreciation for various ridesharing activities
- ★ More land available for company expansion by decreased number of employee parking spaces required
- ★ Traffic in and around the employment area is decreased
- ★ Recruitment base is expanded
- ★ Employer image among employees is improved by sponsoring an employee ridesharing program and offering employees a chance to save hundreds of dollars a year by ridesharing

■ TO COMMUNITY/STATE/NATION

- ★ Decreased air pollution and traffic congestion
- ★ Reduced dependence on foreign oil
- ★ Decreased wear and tear on roads resulting in lowered maintenance costs

ACHIEVEMENTS OF SACRAMENTO RIDESHARE

■ THROUGH OUR EFFORTS:

- ★ 78,400 persons have applied for ridesharing assistance
- ★ 26,650 persons have been placed in car, van or buspools
- ★ 263 million vehicle miles have not been driven on our streets
- ★ 16.9 million gallons of fuel have not been consumed
- ★ 10,100 tons of air pollutants have been avoided
- ★ 4,670 parking spaces have been made available, or not built (representing 46 acres of prime land)
- ★ 60.4 million dollars have been saved in transportation related expenses

Above are estimated cumulative benefits, July 1, 1974 through June 30, 1983.

EXAMPLES OF SACRAMENTO RIDESHARE ACTIVITIES

- Ridesharing programs are in effect at more than 50 geographical employment centers in the greater Sacramento area.
- Many junior colleges and universities in the Sacramento region have strong ridesharing programs for students and faculty.
- A strong Park and Ride program is in place and is expanding. Thirty-two formal locations are developed providing more than 950 spaces for commuters with more locations planned for the future.
- Over 70 vanpools are currently operating in the Sacramento area as a result of services provided by SACRAMENTO RIDESHARE.

SACRAMENTO RIDESHARE – WE'RE HERE TO HELP

Ridesharing consultants are available to provide ridesharing services to your organization. Whether you're an employer, developer, community organization, or an individual interested in ridesharing, call us at 445-POOL for further information about this free program. Ridesharing, it's a money saving idea that's worth the energy.

SACRAMENTO RIDESHARE

1120 N Street, Room 2122
Sacramento, CA 95814
(916) 445-POOL

SACRAMENTO RIDESHARE

1120 N STREET, RM. 2122, SACRAMENTO, CA. 95814 (916) 445-POOL

FACT SHEET - BICYCLE COMMUTING

Attached is your Bicycle Commuting matchlist. It represents an opportunity for you to save a lot of money, improve your health, make your family vehicles available for other purposes (or simply last longer), improve local air quality, and save precious fossil fuels.

The matchlist provides you with names of fellow commuters who are, like you, already biking to work or interested in doing so. Home and work locations and normal work hours are shown which will enable you to select those who most closely match your commute pattern. Work phone numbers are also shown so you can contact them.

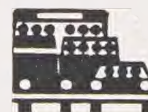
- o Experienced bikers are denoted by an asterisk (*). They will be helpful in answering questions on equipment, safe biking practices, time allowances for biking, preferred commute routes, available bike parking, and will even ride with you on the first few trips until you are comfortable enough to ride on your own.
- o Other potential bikers are also shown (without asterisks). They are potential Buddy-Bikers if an experienced biker isn't conveniently available.

Our intention is not to create permanent "Bikepools", but to assist those who are interested to overcome their initial reluctance to try something new and unknown.

- o All of the names on your matchlist also become potential carpoolers during inclement weather.

Bicycle commuting is becoming increasingly popular here in Sacramento. According to the 1980 Census, 3.6% of Sacramento commuters ride bicycles to work. In 1982 the California Department of General Services conducted a comprehensive survey of downtown Sacramento state employees and found that 4.2% commute on bikes. Incidentally, the AVERAGE distance for bikers is 5 miles. Certainly Sacramento's terrain and weather are suitable for biking. Sacramento City and County have designated many miles of bike lanes and bike paths. Most enlightened employers now provide secure parking for commuter bikes; and some have showers and personal lockers for the bicyclist.

Won't you join the increasing numbers of Sacramento's commuters who are improving their health and our community's environment, and who are saving all or most of their home to work transportation costs? We think you will like it if you try it.



COMMUTER TRANSPORTATION GUIDE TO SACRAMENTO

SACRAMENTO RIDESHARE, THE AREA TRANSPORTATION INFORMATION CENTER, RECOMMENDS THAT THE COMMUTER IN AND AROUND SACRAMENTO CONSIDER EACH AVAILABLE OPTION. CALL THE NUMBER LISTED FOR INFORMATION ON EACH, OR CALL SACRAMENTO RIDESHARE AT 445-POOL

BUS SERVICE

BERKELEY BUS	(FROM BERKELEY TO SACRAMENTO)	445-POOL
COMMUTER BUS LINES	(FROM PLACER AND ELDORADO COUNTIES)	371-BUSS
FOLSOM BUS	(FROM FOLSOM TO SACRAMENTO)	985-2050
GREYHOUND BUS LINES	(VARIOUS ROUTES)	444-6800
PARATRANSIT	(REQUIRES ONE WEEK ADVANCE NOTICE)	454-4131
REGIONAL TRANSIT	(SACRAMENTO URBAN AREA)	321-BUSS
YOLO BUS	(WOODLAND, DAVIS, EAST YOLO COUNTY)	371-BUSS

VANPOOLS

SACRAMENTO RIDESHARE HAS NAMES OF OPERATING VANPOOLS AND CAN REFER INTERESTED COMMUTERS. ALSO, SACRAMENTO RIDESHARE HAS ORGANIZATIONS AND INDIVIDUALS WHO CAN FURNISH VANS FOR INTERESTED COMMUTER GROUPS

445-POOL

CARPOOLS

SACRAMENTO RIDESHARE'S COMPUTER WILL PRODUCE A LIST OF NEIGHBORS WHO WANT TO CARPOOL. THEY ALSO WILL PROVIDE TIPS ON HOW TO MAKE YOUR POOL WORK

445-POOL

BICYCLE COMMUTING

SACRAMENTO RIDESHARE HAS BIKE ROUTE MAPS, BIKE LOCKER LOCATIONS AND OTHER TIPS FOR BICYCLE COMMUTERS

445-POOL

TAXI POOLS

RIVER CITY CO-OP CAB CO.	371-8151
YELLOW CAB	444-2222

TRAIN SERVICE

AMTRAK	485-8506
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